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# AGE STEREOTYPING AND TELEVISION

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HEARING  
BEFORE THE  
SELECT COMMITTEE ON AGING  
HOUSE OF REPRESENTATIVES  
NINETY-FIFTH CONGRESS

FIRST SESSION

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SEPTEMBER 8, 1977

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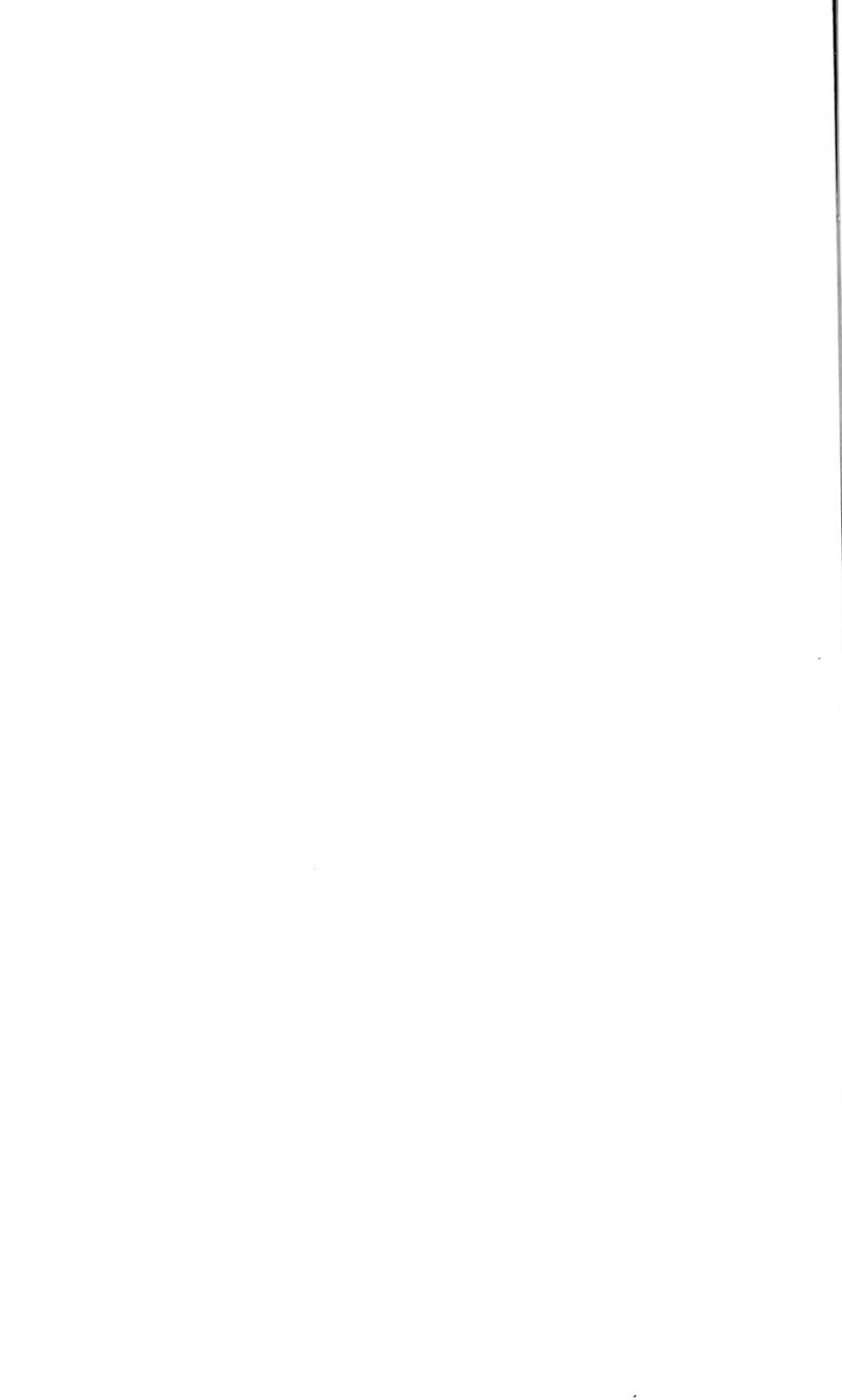
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# AGE STEREOTYPING AND TELEVISION

THURSDAY, SEPTEMBER 8, 1977

U.S. HOUSE OF REPRESENTATIVES,  
SELECT COMMITTEE ON AGING,  
*Washington, D.C.*

The committee met, pursuant to notice, at 10:10 a.m., in room 2337, Rayburn House Office Building, Hon. Claude Pepper (chairman of the committee) presiding.

Members present: Representatives Pepper of Florida, Blouin of Iowa, Downey of New York, Santini of Nevada, Drinan of Massachusetts, Oakar of Ohio, Wampler of Virginia, Hammerschmidt of Arkansas, Cohen of Maine, Sarasin of Connecticut, Grassley of Iowa, Abdnor of South Dakota, and Marks of Pennsylvania.

Staff present: Robert S. Weiner, staff director, Nancy E. Hobbs, minority staff director, and Kathleen Jamieson, Ph. D., professional staff member.

## OPENING STATEMENT OF CHAIRMAN CLAUDE PEPPER

Chairman PEPPER. The committee will come to order. Because of the need to meet with a large delegation of people here from Florida—I was delayed a bit. I appreciate so many of the members of the committee being here. I want to give all of you the encouragement of knowing that being 77 is not such a bad thing in this world. I hope that all of you will achieve that age in good health.

The strident rhetoric surrounding the issue of stereotyping and television, in the wake of the U.S. Civil Rights Commission report on that subject, has created an unfortunate context for this hearing. This hearing is not a thinly veiled version of the Spanish Inquisition. It might, instead, be likened to Plato's symposium—although in a more sober atmosphere—where we attempt to sift the evidence and weigh the merits of the issue without becoming mired in hyperbolic rhetoric. This hearing is not sponsored by vigilantes. It does not prophesy a new wave of McCarthyism. No one here, to my knowledge, advocates repeal of the first amendment.

Our purpose is not to censor but to inquire. However, it is my hope that these hearings will bring public attention to bear on this issue and that the networks, which by and large perform a marvelous service for the public, will completely eliminate age stereotyping, even if it is inadvertent.

In today's hearings we will examine the delicate question of how to balance the right of a free press under the first amendment with the obligation of television to serve the public interest on publicly-owned air waves.

We are here to address a number of important questions to representatives of the commercial television networks, to the head of the largest television production outlet in the country, to scholars who have studied the issue and to elderly citizens themselves. Are the elderly the lepers of television, ostracized from public view? Are we so victimized by our own stereotypes that we only recognize as elderly those televised characters who are toothless, sexless, humorless, witless, and constipated? Is Johnny Carson's repertoire so limited that he cannot afford to sacrifice "Aunt Blabby," his sick parody of the elderly woman, who just last night came up with some new lines: "An airline stewardess offering coffee, tea, or digitalis to senior citizens on a special flight to Europe on Trans-wheeze Airline." What kind of an impression does this leave?

What impact does televised portrayal of the elderly have on the perceptions of children, the self-perception of the elderly and on those in television's audience whose futures include old age—in other words, everyone? What do the networks' policies of retiring newscasters at 65 tell the elderly about their own importance and usefulness? Is propagandistic portrayal the only alternative to pillory of the elderly? In short, is there a problem? If so, what is its nature and scope and how can it best be remedied?

The question of age stereotyping is an important one because one central and unavoidable fact of human existence is that we will age. The finding that children view the elderly with horror indicates that we have instilled the notion that aging is an affliction. I hope that it is not unrealistic to expect that television will correct rather than corroborate that mistaken notion.

At the same time, television ought to provide the homebound elderly with contact with the outside world and provide all elderly persons entertainment, information, and sufficient models of successful aging to ease adjustment to what has been called the "role-less role" of growing old. But television, which 64 percent of the public use as their first source of news information, sets a distressing example when network newscasters, like Eric Sevareid, are forced off the air at 65 because of mandatory retirement.

Did Eric Sevareid, suddenly at midnight, the day of his 65th birthday, become less intelligent, less competent, less capable, less dedicated than he was the day before or the year before?

I claimed once that the way television portrays so many middle-aged characters as having no parents of their own, underscores belief that babies come from cabbage leaves or that the average life expectancy is 48. In the past two seasons, a number of fine programs, including "Phyllis," "Mary Tyler Moore," and the "Rockford Files," among others, have demonstrated that their lead characters were not self-generating. Unfortunately, I see no evidence that this remarkable discovery has been conveyed to the creators of children's cartoons.

Today I turned 77 years old and I must confess that I do not feel demonstrably different than I did at 60? You remember the famous story that lawyers recount. Justice Oliver Wendell Holmes, then 90, and Justice Brandeis, then 85, were walking down the street. They passed a very pretty lady on the street. Justice Holmes turned to Justice Brandeis and said, "Oh, were I 70 again."



Yet I expect to weather an onslaught of well intentioned persons who will tell me that I do not look my age. These comments raise the question: How precisely does one expect a 77-year-old to look? Did Dwight D. Eisenhower, then President of the United States, at age 66, look like a man was supposed to look at 66? Did Winston Churchill, Prime Minister of Great Britain, at 65, look like a man was supposed to look at 65 years of age?

I suspect that a 77-year-old is expected to appear toothless and doddering, a caricature of his or her younger self. The question central to this hearing is "Does television perpetuate such mistaken views of what it is to be elderly?" Since elderly persons devote more time to television than to any activity other than sleeping, this question is an especially important one to the elderly people.

I am attaching to my statement a committee staff review of the issue prepared by Kathleen Jamieson with the assistance of Lyle McClain. The report defines the issues involved in age stereotyping and television. It also discusses commonly held stereotypes about the elderly including the notions that elderly persons are rigid, decayed in intellect, unproductive, and uninformed. I ask, if there is no objection, that this be included in the record of hearing.

[See Appendix 1, p. 77 for staff review.]

Chairman PEPPER. Today's hearing marks the beginning of the committee's investigation of various aspects of media stereotyping of the elderly. We are beginning with television; we will proceed from there, depending upon the conclusions that may be made in the judgment of the committee. We thought we would begin with television and stereotypes because television is such an important aspect in the lives of all of our people.

I am pleased to welcome to these hearings many distinguished and expert witnesses, whom we will shortly hear upon this subject. We must now recess and answer a quorum. Then members of the committee will make their statements and we will hear the witnesses.

[A short recess was taken.]

Chairman PEPPER. The committee will come to order please. I will call Mr. Blouin.

#### STATEMENT OF REPRESENTATIVE MICHAEL T. BLOUIN

Mr. BLOUIN. Mr. Chairman, we all realize what an important role television plays in shaping our lives and minds. That is why many of us are concerned about the impact of television of late. While many of us have expressed our concern about the role models television provides our young people, we have ignored the effect it has on our senior citizens.

In my own State of Iowa, 12.7 percent of the population is over the age of 65. Many of those reside outside of metropolitan areas and are not reached by existing Federal, State, and local programs. Because of this isolation, caused in part by poor, rural transportation programs for the elderly, many turn to television, both as a source of entertainment and companionship. What do they find on television? Anything even approaching a role model for them or anything depicting their existence is merely coincidental, except for Grandpa and Grandma Walton. Television is almost devoid of any regular portrayal of the elderly.

Instead, the elderly, and the rest of us television watchers, are subjected to senior citizens being depicted in lemonade, drink-mix commercials as doddering, senile, deaf, and useless people. Mr. Chairman, nothing could be further from the truth. This portrayal of the elderly is useless and degenerate. It does not help the rest of the population understand the elderly or that aging is part of our normal growth process and a time of life to be lived and enjoyed. It also hinders the ability of the elderly to build a strong self-image.

Television can be a tremendous educational tool to help build our understanding and compassion for senior citizens of our country. Unfortunately, up to now, it has not been used as such. I would hope that our hearings, Mr. Chairman, that this committee is moving into today, would help highlight many of these problems and hopefully move this media in the proper direction.

Chairman PEPPER. Thank you, Mr. Blouin. Next is another able member of our committee. Mr. Hammerschmidt.

#### STATEMENT OF REPRESENTATIVE JOHN PAUL HAMMERSCHMIDT

Mr. HAMMERSCHMIDT. Thank you very much, Mr. Chairman. I have watched your career ever since you were a young law professor at the University of Arkansas, teaching in 1925 or 1926. I want to join with my colleagues, and all the others, in wishing you a very happy birthday, before I begin my statement. I want to say it is a pleasure to be with this distinguished and diverse group of witnesses as we join together to explore an issue of great concern, the effects of age stereotyping in the media.

I would single out Maggie Kuhn and her associate, Ms. Bragger, and I am sure they would bring us some helpful and useful information. It is so good to have you with us again, Maggie.

People develop stereotypes because they need to be able to predict behavior. Holding a simplified view provides us with an expectation of what others will do in a particular situation. This process minimizes anxiety and frees us from processing overwhelming amounts of information.

If this is the case, then we may be asking media to do something beyond its capabilities. It is possible that television can do no more than present us with standardized images of people. The question then becomes—are the stereotypes that are presented accurate, and do they reflect reality?

From my own experiences, I would have to say that the portrayals of older persons on television depict a very narrow range of personalities and lifestyles. They tend to focus on the extreme ends of the continuum, characterizing older persons as either rich and powerful, or, and more frequently, as sick, institutionalized, or derelict. Of course, the majority of older persons fit neither image.

As we look back on our development or observe a child mature, we become aware of how much behavior is shaped by other people. As our society has moved from the extended family to the nuclear family, there has been less interaction between the generations. This lack of intergenerational involvement increases our reliance on media for role models.

Whether or not children respect the elderly will be influenced by the characterizations they see on television. From childhood to

adulthood, we develop concepts of what it means to grow old. Poor, sick, dependent role models can engender unnecessary and unrealistic fears of what the process of aging may bring.

Older persons themselves can be adversely effected by negative role models and stereotyping. If the majority of role models that they are exposed to are negative or even extraordinarily successful, this can damage their self-image and diminish their expectations of themselves.

I feel that we must break away from this cookie-cutter syndrome that portrays all older people as being alike or of a few varieties. It is possible that television can only provide approximations of reality. But, one way to minimize the inaccuracies would be to make sure that characters depict the range and variety of older persons. It seems to me that older people need more like images—people who have some resemblance to themselves.

The committee is meeting today not as legislators, but to provide a forum for discussion. This is because Congress cannot and should not abridge the freedoms guaranteed in the first amendment. We can only ask that those in responsible positions will realize the magnitude of this issue and work toward change.

Although media is often accused of being unresponsive to public opinion, the presence of officials from the three major networks indicates their interest in presenting the viewing audience with more factual and accurate representations. Often important social change has a correspondingly high price tag. In this case, however, the cost is negligible and the enrichment to society could be immeasurable. Thank you, Mr. Chairman.

Chairman PEPPER. Thank you, Mr. Hammerschmidt. Mr. Santini?

#### STATEMENT OF REPRESENTATIVE JIM SANTINI

Mr. SANTINI. Thank you, Mr. Chairman. I, because of the deteriorating head of hair, perhaps feel more closely alined with some of our concerns and interests than those in my age group, which I will refuse to identify.

I have, over several years, commencing with my legal education at Hastings College of Law, Mr. Chairman, become accutely aware of the fact that individuals at age 65 should not be relegated to the heap of the unproductive if they are inclined or disposed to continue in a productive vein.

Those who wish to enjoy the benefits and virtues of retirement should certainly be permitted to pursue that election. I think the problem, in terms of compulsory retirement, as the Chairman has pointed out in his very poignant statement, has been aggravated by preconceptions, prejudices, and predispositions to label, to make assumptions. These kinds of prejudices are, in part, born, augmented, or reinforced by media stereotyping. I do not think it is done with any malice. It has not been in terms of premeditated expectations. It is simply following through on generalized assumptions or prejudices that have inflicted and infested the American public conception of our elderly for generation upon generation.

I am very much encouraged that the chairman has taken leadership to point out the deficiency and failing and that the chairman of this committee, hopefully, can make a contribution to rectifying

and amending the misdirection and misguided preconceptions and labels that are placed upon our seniors and upon our elderly.

Thank you, Mr. Chairman, for making it possible for me to participate with you. I look forward to the testimony.

Chairman PEPPER. Thank you, Mr. Santini. Mr. Wampler?

#### STATEMENT OF REPRESENTATIVE WILLIAM C. WAMPLER

Mr. WAMPLER. Thank you, Mr. Chairman. I have a very short statement. I commend your dedicated leadership in directing the attention of the Select Committee on Aging and the American public toward the complex issue of age stereotyping and the media, an issue which has recently become a focal point of concern for organizations representing the viewpoint of the elderly and a topic of university research.

The committee's inquiry must certainly be comprehensive in this matter. We must consider first amendment guarantees, as well as the effect of media stereotyping upon the entire public perception of the aging process.

The elderly represent a growing segment of our population. This group of persons possesses many varied characteristics, as do youth or the middle-aged. Indeed, research indicates that negative characteristics, generally attributed to the elderly, are, for the most part, unfounded. For example, the elderly are often depicted as residing in institutions. This is not the case in reality. In fact, only about 5 percent of the elderly are institutionalized.

We must study media programing in order to determine whether unflattering stereotypes of the elderly are prevalent. Our expansive media system, particularly television, with its comparatively high influence and impact, has the capacity to perpetuate negative attitudes toward the elderly, as well as the capacity to reinforce positive impressions of these persons.

The media has exhibited an increased awareness of ethnic minorities and women in their programing, which has led to more accurate social perceptions of these groups. In a similar manner, accurate portrayal of the elderly through realistic depiction of their diversity, talents, and usefulness may indeed be contributory to elimination of subtle forms of agism, such as discrimination in employment.

Mr. Chairman, I, too, commend you for the selection of witnesses whose viewpoints are representative of senior citizens organizations, the communications industry, consumers, and expertise of university research.

Elimination of negative media stereotyping of the elderly can only be accomplished through cooperation among consumers, the industry and Government. I trust this committee will contribute to this goal by recommending policies which will guarantee our Nation's elderly the equality and dignity which they deserve.

Chairman PEPPER. Thank you very much, Mr. Wampler. Miss Oakar?

#### STATEMENT OF REPRESENTATIVE MARY ROSE OAKAR

Miss OAKAR. Thank you, Mr. Chairman. I want to wish you a happy birthday. Mr. Pepper is 77 years young today. I think the people from the media, who are here, ought to take note of perhaps

a suggestion I have. I think, besides having a program like "Washington Behind Closed Doors," we ought to have a program with a hero like Claude Pepper as the kind of Washington I would like to see portrayed. He is mentally and physically able, and probably has more energy than I certainly have. I really think that kind of hero, particularly an older American like Claude Pepper, I would like to see in the media.

The topic of this hearing, "Age Stereotyping in the Media" is of great interest to all of us. The electronic media has entered our lives and in an unpredictable and unprecedented manner. The best illustration of this, perhaps, is the latest figures from Neilson concerning the number of television sets in this country and the amount of viewing done by Americans.

There are 73 million households in the United States with television sets. This represents 97 percent of all households in the United States. The breakdown of average viewing hours by segments of the population is, as follows: Children from ages 2 to 11, 25 hours a week; teenagers, 12 to 18, 22 hours a week; adult women, 32 hours a week; adult men, 34 hours a week; and several separate studies of older Americans show that they, in fact, do view television from 2 to 6 hours a day and that television viewing increases perhaps in age.

In one survey of 3,900 institutionalized persons over 60, 35 percent reported that watching television was their chief leisure-time activity. Television plays an important part in the lives of all of us. Older Americans, like most of us, become more dependent upon it for entertainment and information, and even more importantly, as a measure of their self-worth by the treatment of the elderly by the media.

I find these figures and the impact of television awesome. It is because of the wholesale permeation into all quarters of our lives that I believe we have a right to be concerned with the images projected by television of older Americans. In fact, and I am sure, the representatives of the network here today will agree that there are a large variety of groups expressing constant concern about the concept of the programing and how people are portrayed and it is a tribute to the power of television that so many are concerned about programing and the danger of stereotyping.

Stereotyping, particularly negative stereotyping, a certain segment of our population, whether they are minority groups or the elderly, is divisive and should be avoided. To a limited extent, in my view, TV networks have done an admirable job in countering some of the stereotyping of older people with excellent documentaries such as "The Retirement Revolution," that appeared on CBS this past summer. Programs like this have a tremendous influence on the viewing audience and can do so much to build positive images of the elderly and to sensitize younger people to their needs and problems.

In fact, a survey evaluating the television program "Getting On," an award-winning, nonfictional program about older persons, found that the program succeeded in helping to change the audience's negative images and stereotypes about older people. A new show, expressly in that theme, "Older American Over Easy," I understand will be premiering on public television this November. I am

interested in it because it is a pioneer effort on the part of TV to develop shows especially for the older segment of our population. I hope they have older Americans doing the consulting. Features are planned on nutrition, health, housing, legal assistance, and other matters directly related to the target audience of seniors.

Because this is the first, and because the Administration on Aging has assisted in funding the first 26 segments of the show, I hope the Administration plans to evaluate the impact of the program, not only on older Americans, but on other segments of the population as well.

We must encourage producers and programmers to utilize their powerful medium to better convey an accurate picture of our older Americans. "Over Easy" is partially funded by Federal money. I believe we should be aware of its success or failure, not only to the same audience, but to the younger people that use this type of program as an educational tool in the development of their own perception of older Americans.

Finally, I would like to see a realistic portrayal of the elderly on television, realistic, portray them as they are, creative, intelligent, forces in society which have great worth.

I look forward to hearing the witnesses here today who represent a wide range of expertise and opinions. I am sure they will assist the Select Committee on Aging to become another medium to convey the message of our seniors, the message to viewers of all ages to respect all of our older Americans who do not have the electronic medium during the performance of their years. Thank you, Mr. Chairman.

Chairman PEPPER. Thank you, Miss Oakar, for your excellent statement. Especially thank you for your kind words. Mr. Cohen?

#### STATEMENT OF REPRESENTATIVE WILLIAM S. COHEN

Mr. COHEN. Thank you, Mr. Chairman. I have a statement which is too long to read. I would like to have the committee's permission to insert it in the record at this time. If I give it, I am afraid the bells will ring and we will have to recess, go vote and come back.

Chairman PEPPER. Without objection, it will be received.

[The prepared statement of Mr. Cohen follows:]

#### PREPARED STATEMENT OF REPRESENTATIVE WILLIAM S. COHEN

Mr. Chairman, I welcome the opportunity to comment on the problems of age stereotyping in the media, with particular reference to its implications for the Nation's 22 million elderly citizens.

All too often, the image of the older person portrayed in the media is a cliché—the white-haired, venerable sage, whose life is uncluttered by the emotions, such as love, hate, and jealousy, that tax the rest of us, or perhaps the old fool in his dotage, a laughingstock for the pepsi generation and those a few years removed from it.

It requires little beyond modest powers of observation to determine that these clichés have little basis in fact. The elderly possess the same rich diversity that marks every other segment of our population. What makes these myths more dangerous in the era in which we live, however, is the pervasive effect of television. With 97 percent of all households owning at least one set and nearly half that many possessing two, the ability of television to persuade and convince supersedes anything imaginable in past ages dominated by the written word.

Television has raised public consciousness in heretofore unexplored areas such as racial discrimination, brought to us with ceaseless immediacy the horrors of war, and explained and modified various forms of behavior, such as social protest. While the power of suggestion involved in television drama has not been thoroughly analyzed, it is a matter of fact that ugly "fictionized" crimes portrayed in the

medium—the brutal shooting of an elderly woman, for example, and the burning of an aged man—have been transformed into reality shortly after the programs were broadcast.

While I would personally be opposed to see the Congress involve itself in the censorship of program content, since it would raise very serious first amendment questions, it does seem to me that we have an obligation, as representatives of the public, to remind the media of its responsibility to faithfully report the truth, to educate and to uplift.

The immense power of television can be particularly important with respect to the elderly. Not only does a Nielson survey demonstrate that the aged watch more television than any other age group, but other studies demonstrate that the elderly are directly affected by the images of themselves that are portrayed in the programs they watch. They are themselves the victims of media stereotyping, in that many of them see their abilities and interests as limited by age.

Government has a responsibility to help dispel the false information that overshadows the image of the elderly. In this context, I intend to introduce legislation later today to direct the Departments of Commerce, Labor, Agriculture, and HEW to develop methods for improving the collection and publication of characteristics indicating the social, health, and economic conditions of Americans aged 65 and older in all their different social, geographic, ethnic, and economic situations.

Government shares the responsibility with other influential forces in our society such as television, to change the inaccurate views of the elderly which have by our own short-sightedness become institutionalized. The media can play an important role in illuminating old age. Through this hearing, we seek a greater awareness of its potential to educate and enlighten, and we hope to explore ways whereby this end may be accomplished.

Mr. COHEN. I would simply make this observation. At the last meeting, which this committee held, I believe John Wayne sent this committee a photograph of himself, stripped to the waist to show how virile and vigorous a man could be at his age. At that time, I made the comment to Mr. Will Greer, who also testified before the committee, that I thought 1,000 of Will Greer's words were worth more than one picture of John Wayne. I have to retract that today, because I think that I have one picture in front of me worth more than 1,000 words. A member of my staff just handed me a copy of Time magazine, which contains an ad by ARCO. The beginning of the ad says: "I came back to life a year ago. I was ready to die; 72 years of life was enough. My work was over; my family gone and I sat down watching the calendar go by, lost in memories and self-pity, and something happened." Then the ad goes on to describe what brought her back to life.

It concludes by saying that older people can give so much, "If we are given the chance and without that chance, our lives can be so bleak, so dark. We can become the people that we forgot we were. We can come back to life." ARCO suggests that one of our national goals must be to encourage older Americans to continue to contribute to society, as long as they are able. That is one of the principal goals of this committee.

I know that we cannot insert this in the record, but I would call the members attention to it and the members of the audience today. I think it is a very good example of the type of positive impression that can be created in the media. I would hope that we could see more of this in the televised media, as well.

I look forward to hearing from the witnesses this morning.

Chairman PEPPER. Thank you very much, Mr. Cohen, for that very excellent statement. That is a good example of what can be done to give the people a better conception of the elderly. Next, I will call on Mr. Sarasin.

## STATEMENT OF REPRESENTATIVE RONALD A. SARASIN

Mr. SARASIN. Mr. Chairman, I would like to join my colleagues who expressed their strong desire to wish you a very happy birthday this morning. I look forward to a year when we celebrate your 78th and hopefully, many years beyond that when we can all be together as we are on this particular day.

Several years ago, it was stated that the media is the message. I think everyone now has understood just how true that statement is. Television is a powerful force in our lives that shapes not only what we see, but how we see it. Television does express our Nation's values so this hearing on "Aging in the Media" is extremely important.

Since television brings attitudes right into people's homes, to be seen by the elderly themselves, and by the adults of this Nation, and by its children, television shows what we all think of the elderly. Television is so powerful a tool that it is necessary to discuss just how responsibly it is being used. This hearing is designed to do that. I'm very happy to participate in it with you, Mr. Chairman. Thank you very much.

Chairman PEPPER. Thank you very much, Mr. Sarasin. Thank you for your kind words. Next, Mr. Marks?

## STATEMENT OF REPRESENTATIVE MARC L. MARKS

Mr. MARKS. Thank you, Mr. Chairman. I had the privilege yesterday of sending you a personal letter. I will not repeat what was in that letter but it ended by suggesting that, not only did I personally wish you a very happy, and healthy birthday and many, many more, but so did my wife Jane, and Tricia, Leslie, and Mari, our three children whom you know and who love you. I wanted to express that publicly to you.

In your honor, I, too, Mr. Chairman, am going to pass along my opening statement and ask that it be put in the record. I look forward to hearing the witnesses.

Chairman PEPPER. Without objection, it will be received and thank you very much, Mr. Marks, for your kind words.

[The prepared statement of Mr. Marks follows:]

### PREPARED STATEMENT OF MR. MARKS

I want to talk just briefly about the panic of growing old, the fear of aging. We're all familiar with it. The first gray hair, the first wrinkle, the birthdays we begin to deliberately forget, the occasional slip of memory or tongue. These characteristics we equate with the aging process, and most of us, when we may suddenly realize we have "aged" a little more, feel a pang of anxiety or panic. We wonder if we might soon be deaf, sick, unable to move about or care for ourselves, dependent, and unwanted.

That is the view many of us, consciously or unconsciously, hold of growing old. One focus of this hearing today is to determine whether attitudes such as this are reinforced by the media particularly television with its dynamic impact on most Americans. To an extent, television acts as a mirror, reflecting society's perceptions of itself. Because society has held a set of preconceptions about elderly persons, those views find their way into the construction of characters on television programs. And then society's perceptions of those characteristics are reinforced. It's a vicious cycle for stereotyped elderly persons, and all such cycles are difficult to break.

The fear of growing old results in large part because the role models we have are too often less than positive. Studies of children reveal that they may perceive elderly persons as "sick, tired and ugly" and that those children expressed "distaste and disgust" at the prospect of growing old themselves. I submit that we do not



entirely outgrow that disgust, and that we need more positive role models after which we can pattern our lives and our feelings about aging.

Progress has been made in television. But I was struck in one of our earlier committee hearings, on Active Americans Over 65, that television role models are still inadequate. One of the witnesses in that earlier hearing was Will Geer, better known as Grandpa Walton. Grandpa Walton is everybody's ideal of a grandfather—wise, humorous, loving, accepted. Perfect. And that is a problem in itself: Grandpa Walton is perfect, and who can live up to that ideal? Will Geer, on the other hand, was a real, live person who, in a ten-minute presentation before the Committee, created a more desirable, exciting, human and real model than Grandpa Walton could ever hope to match. Grandpa Walton is an improved role model in television programs, but he still leaves room for more improvement. We fear we cannot be that good, and we fear our own limitations which we acquire as we age.

Balanced role models are the goal of this Committee hearing. What progress has been made by the television industry is to be commended; what progress remains is to be encouraged.

We should all remember this the next time we feel that panic associated with growing old in America.

Chairman PEPPER. Next is Mr. Abdnor?

#### STATEMENT OF REPRESENTATIVE JAMES ABDNOR

Mr. ABDNOR. Thank you, Mr. Chairman. I want to join the other members of the committee to wish you a happy birthday. As I watched you on television in the news, last night, I could not help but think you probably made the greatest statement right there, that could possibly be made. You mentioned your age for all the Nation to see. It was a beautiful picture, a beautiful image. I could not help but think back, in my own instance, coming from a very rural, little town, being a farmer, that I know a gentleman who gets bored with sitting around all winter and wants to get back on the tractor. I wish we could get a picture on television of him climbing on that tractor and taking off. I assure you, he accomplishes more in a working day than any young man we have ever had out on a tractor because he knows how to get it done. This is the kind of thing we probably should be seeing a lot more of.

I have a hunch that just today, with these hearings, somehow the television networks are going to be more conscious than ever before. If we do not do another thing, we are bringing it to their attention, the committee and the people who are appearing here. I'm anxiously waiting to hear from them. Thank you, Mr. Chairman,

Chairman PEPPER. Thank you very much, Mr. Abdnor. Thank you for your very kind words. Now, we will hear from our witnesses. Our first witnesses are Ms. Maggie Kuhn and Lydia Bragger. They are leaders of the Gray Panthers, a great organization, dedicated to dignify the role and function of the elderly people of our country.

Let me preface the remarks of the Gray Panthers by congratulating them on bringing the important issue to public attention and for having age added to the category of special sensitivity in the National Association of Broadcasting's Television Code. That is a great accomplishment and we want to commend you for it.

Ms. Kuhn is the National Convenor of the Gray Panthers' movement and Ms. Bragger is the director of the Media Watch. We would like to hear the statements of these very lovely and able ladies.

We run the risk, as members had pointed out, of having calls from the floor, at any time. As much as possible, we would appreciate it if witnesses would limit their testimony to 10 minutes so as to allow the members of the committee to ask questions of them. However, we will proceed by first hearing from Ms. Kuhn.

**STATEMENT OF MS. MAGGIE KUHN, NATIONAL CONVENOR, GRAY PANTHERS. ACCOMPANIED BY LYDIA BRAGGER, CHAIRPERSON OF THE NATIONAL GRAY PANTHER MEDIA WATCH**

Ms. KUHN. Thank you, Mr. Chairman. I am Maggie Kuhn, National Convenor of the Gray Panthers. With me is Lydia Bragger, chairperson of the National Gray Panther Media Watch. We join, with members of your committee, in wishing you a very happy birthday, sir. Yours is indeed a glorious and exemplary old age.

Gray Panthers is a coalition of young, old, and middle-aged persons concerned about the elimination of age discrimination and agism in all aspects of our society. We believe our society is agist, sexist, and racist and that all of these oppressive forces demean and dehumanize people and are related forces.

Six of us organized the Gray Panther movement in the summer of 1970 when we were forced to retire. We now have 76 network groups in all parts of the country.

We are glad for this opportunity to present testimony to the Select Committee on Aging and commend your committee for its sensitivity to our needs and our criticisms of the television industry, and the agism it has helped to perpetuate.

I am 72 years old. Lydia Bragger is my senior by a year and you, Mr. Chairman, outrank both of us! We think of the three of us as having a very special role in our society: "We remind people of all ages that all of us are getting old, as well as television producers." Old age can be the flowering of life, and we, who have survived in this age of change, have a particular responsibility to those who come after us. We have nothing to lose.

After my statement, Lydia Bragger will have additional comments. We will be glad to respond to your questions: "Lydia's realization of the importance of television began in the 1940's when television was new and she was an early producer in the industry."

The Gray Panthers have received, from all over the country, many complaints about the negative stereotyping of the elderly in the media. In response to these criticisms, a national media watch committee was formed. For the past 4 years, this committee has been functioning successfully. Guidelines have been developed and used by 40 Gray Panther groups for monitoring radio, television, and the press.

The criteria have pinpointed various stereotypic images, negative characteristics, distortions, omissions, and discriminatory practices whereby old people have been excluded from positive, realistic roles, and depicted in derogatory, even disgusting ways. Several universities have cooperated with us. The Universities of Georgia and Maine have developed courses on media watch monitoring. The monitoring results of all of these sources find the Carol Burnett Show to be the most offensive in its stereotyping of the old. I would say that it ranks closely with Johnny Carson and his "Aunt

Blabby." I wonder whether this is not an indication that Johnny has run out of material.

I gave Johnny a Gray Panther tee shirt when I was on his TV show last February and urged him to wear it and to liberate "Aunt Blabby" but evidently he has not gotten the message.

After we monitored "The Carol Burnett Show," we wrote a letter of protest to Arthur Taylor, then president of CBS. Within 2 weeks, we received a phone call from the network arranging an appointment with Thomas Swafford, then vice president of program practices for CBS television. As a result of our meeting with Mr. Swafford and his positive response, we met with the National Association of Broadcasters in Washington on April 30, 1975.

In our presentation, we used blowups, film segments, and transcripts, to document our complaints. We requested that the word age be inserted in the NAB Code in the paragraph where race, sex, creed, color, and so forth, but not age, were to be treated with sensitivity. See page 5, paragraph 7 of the code book. This addition was considered by the board and finally approved.

In December 1975, the media watch met with CBS personnel writers, producers, editors, and program actors for dialog. It was a useful exchange of ideas about positive negative television programming. But it was just the beginning. However, we feel that the image of the elderly is somewhat more realistic than it was 2 years ago. We have been assured that our media watch efforts have created some awareness. However, there is still much more for us to do, television still reinforces society's pervasive age bias.

We realize that the goal of commercial television is to produce profits and sell products. "Selling soap" is the name of the game. Merrill Clark has observed that market researches are still using household data by age blocks as they were 20 years ago, unmindful of the changes that have occurred in producing income.

Obviously market research needs updating. Nevertheless the television industry has an obligation and responsibility to affirm and advance the larger public interest. This corporate responsibility in our analysis has been particularly out of balance in programs where older people are shown. The electronic media has a corporate responsibility for achieving a balance between the larger public interest and its profits. This we await.

We believe the pervasive agism in our society is a destructive stereotyping that is damaging to the whole society, as well as old people. As perpetuated and reinforced by the electronic media. We, the elders, are what Lydia Bragger, of our Gray Panthers Media Watch, calls the "invisible ones."

Chairman PEPPER. I imagine if your organization would monitor the applications of television stations for renewal of their licenses, they would not stand on their objective to make profits alone. They would certainly emphasize, as you state here, that it is highly advisable for the financial institution, at the same time, properly serve the public interest.

Ms. KUHN. I would, indeed, thank you, Mr. Chairman, for that perceptive comment.

Chairman PEPPER. You go right ahead.

Ms. KUHN. Agism makes it easier to ignore the oppressive social and economic situations of old people in America. Agism gives

employers the rationale for compelling us to retire from productive work when we reach the age of 60 or 65.

We remind the decisionmakers in the television industry that older Americans are the real video fans. We watch 4 to 7 hours longer than younger viewers. People who live alone, are infirm and housebound are dependent on television for the news and for contact with the world outside. Yet what do we see?

When old people are portrayed, we are usually stereotyped. In appearance, our faces are blank and expressionless, our bodies are bent over, and the senior shuffle is just a step away from the embalming room. Our clothing is frumpy and ill fitting. Our voices are high pitched and querulous. The personalities of old people are likewise stereotyped. We are shown as stubborn, rigid, inflexible, forgetful, and confused.

By comparisons to other age groups, old people are depicted as dependent, powerless, wrinkled babies, not responsible adults, unable to contribute to society. Our ideas are usually associated with rocking chairs and the good old days.

In summary, TV images perpetuate and reinforce the myths that old age is midless, sexless, powerless, useless, and diseased. The older Americans are also shown as the victims. The research of Dr. George Gerbner, director of the Annenberg School of Communications of the University of Pennsylvania documents that there is a disproportionate showing of old people as one out of three victims of power.

We have evidence that our own media watch research and monitoring and the research of Dr. George Gerbner and others that old people have been grossly under represented as a population group.

In the United States, 24.2 million citizens are over 65. It is predicted that by the year 2000—

Chairman PEPPER. Ms. Kuhn, we will have to recess, vote and be right back.

[A short recess was taken.]

Mr. SANTINI. In the interest of expediting the presentation of evidence before this hearing, and assuring that everyone has an opportunity to present their testimony, I am going to resume the hearing with the continued testimony. As soon as the chairman has returned, he will assume the appropriate duties and authorities of the chair. Please continue, Maggie.

Ms. KUHN. Our Gray Panther findings affirm the fact that we believe that what we are doing is of concern to all ages. TV impacts viewers from early childhood to advanced old ages. University research estimates that the average child has seen 15,000 hours of television before reaching the age of 16.

Gray Panthers have documented that aging is as oppressive for the young as it is for the elderly and contributes to the alienation of both groups. University of Maryland studies show that the absence of positive projection of old people as a natural part of society exists. They are deprived of hope for their own old age.

The media has a great opportunity to correct the age bias of society by showing old people as we really are. The alienation and powerlessness that agism creates cannot continue. We call upon TV decisionmakers to make an immediate and affirmative re-

sponse to the challenge presented by the demographic facts and reverse the trend that wastes and trivializes old age.

We present the following recommendations for the consideration of your committee.

One: That the television industry revise its personnel policy to eliminate mandatory retirement for all categories and employees. The firing of Eric Sevareid is a classic illustration.

Two: That the television industry use the talents and experience of people over 65 as writers, producers, newscasters, and actors, and other staff in the industry; also develop creative programming featuring old and young people interacting with each other.

Three: That the TV industry update and expand its market research to include more complete information on the buying power and preferences of older consumers.

Four: That the House Select Committee on Aging hold periodic hearings and review and evaluate the industry's response and adherence to the special program standards regarding age as stated in the TV code of the National Association of Broadcasters.

Five: That conferences and continuing dialog be arranged between the Gray Panthers media watch representatives and TV decisionmakers. We thank you for this opportunity to present this case. Lydia Bragger has a further comment to make.

Ms. BRAGGER. Because Maggie has delivered the report, I just have a few remarks that I would like to make. Some of these have already been said but I think saying it from a personal viewpoint can be good.

What we want, and are waiting to see, is a more positive image of the old, a more realistic image, negative and positive, in proportion to our numbers. We want to be shown as part of society, human beings, interacting with all ages and making the contribution that we are able to make to that society.

For the most part, we are functioning adults so show us like we are. It is ironic that a business that deals with timeliness and has public responsibility presents such a backward outdated overview of older people. It is a cultural lag. The older are not represented in the media, neither by numbers nor diversity.

Dr. Alex Comfort, at a recent television conference in New York that was planned by Pat Scott, "Getting on Television Programs," said,

I think we are facing change if you are going to try, in your forward planning, to see what directind consciousness is moving. You may have foreseen the civil rights movement, the feminist movement, and now a movement toward a more realistic old age is on. I think we all recognize that.

I am saying now, I think we all recognize that there has never been a more powerful or effective medium of education than television. We, the Gray Panthers, need the help of that powerful and effective medium to change the image of old in our society today. We would like to see television explore, on a regular basis, the satisfaction of life at 60, life showing intelligence, fruitful love and sex. They do not end at some arbitrary cutoff point.

We urge the medium to expand its limited view of human life and the possibility. Seeing ourselves as real, intelligent, active people in the media does more for us than Geritol. Thank you.

Mr. SANTINI. Very appropriately said, Ms. Bragger. I want to commend you both, as vigorous manifestations of the cause you

enunciated. I do not believe that even as formidable a TV personality and intellect as Johnny Carson could compete with either one of you in a one-on-one basis.

I do not think, after witnessing last night's continued demonstration of his efforts at projecting and portraying in a humorous vein, his conception of the elderly, that he deserves to keep that tee shirt you gave him. I would ask for equal time so that you might be able to go back and retrieve that tee shirt.

There are many questions that both I and the chairman, and members of the committee, have. I will, at this time, turn to Mr. Downey and ask him to share any questions that he may have.

Mr. DOWNEY. Thank you, Mr. Santini. I being the youngest member of the committee, have the privilege and honor of congratulating you in the work that the Gray Panthers have done. I sought this position on the committee last term, being elected at age 25, so that I might be able to say that there is hope from the plight of the elderly from those of us who are younger. We believe that you have been discriminated against, agism and sexism are rampant. It seems to me that this is a growing trend as opposed to a lessening one.

The Country Time commercial, which sells lemonade, is a typical stereotype of the elderly. Possibly a boycott or some sort of attempt to get at this particular display of discrimination is in order. In the commercial two elderly gentlemen are playing checkers. One gentleman repeats everything the other says. I find that display personally offensive. I would hope that aside from just writing letters and sending tee shirts, the Gray Panthers would organize themselves and other groups to, not only write letters, but to boycott products that are demonstrating this sort of agism and sexism.

Mr. Chairman, I have other questions but I return the questioning to you as I am leaving to vote.

Ms. KUHN. I would just like to observe that the boycott idea had crossed our minds.

Mr. SANTINI. I would like to also initially make application for membership. I do not know if chronological age or a gray head of hair qualify you, but in either instance, I would be proud to become an active participant in your organization. I am much impressed with what you accomplished since 1970 and would be happy to rally with and around you.

Ms. KUHN. Thank you.

Mr. SANTINI. Some questions I would like to share with you are, with what networks have you met? What effect, if any, did those meetings have on network planning?

Ms. BRAGGER. CBS was the first network that we talked with. They were very receptive to what we had to say. As a result of this, the word age was inserted in the "Broadcasters Code Book." We find that boycotts are good. Many other things are good, but for us, we do not have to go this way. I do not feel we have to go this way. I feel we have a cause. Everyone is included in aging. There are certain segments among women, certain ethnic groups and so forth. I have been on the other side too; I can see both sides. I like taking the easy—well, not the easy way but put something in a

way that people can understand and accept it, not try to force things. That is my viewpoint.

Mr. SANTINI. Thank you, Ms. Bragger. Do you have anything to add to that comment?

Ms. KUHN. I would hope there could be dialog with other networks. I think it is very useful to have a firsthand encounter.

Mr. SANTINI. It is your intention to pursue that dialog?

Ms. KUHN. It is our intention to do this.

Mr. SANTINI. It is easy to recognize an elderly character who has stereotyped characteristics but how would an audience recognize an elderly character who was not stereotyped? Before considering your answer on that, I will return the chair to its rightful owner, Mr. Chairman.

Chairman PEPPER. Thank you very much. I appreciate your carrying on for the committee. You go right ahead with your answer.

Ms. BRAGGER. You are asking how the viewing audience would recognize a character that was stereotyped—that was not stereotyped; is that what you are saying?

Mr. SANTINI. Yes.

Ms. BRAGGER. that was presented in a realistic way. Of course there are all kinds of old people, negative and positive. It would be very difficult. I think when a character is made to look comical and funny, made fun of, not laughed with but at, I think there is a way that we can discern when it is a stereotype and when it is making fun of older people and when it is not.

I really feel that if a character is being ridiculed, that is something we do not like, whether it is old or what reason. Ridicule is one thing.

Chairman PEPPER. May I ask, we now notice, with a great deal of approval, and commendation, that you have procured the inclusion of a commitment, not to discriminate against the elderly in the code that governs the conduct of the network. Who is the enforcer of that code or how would you call to the attention of the network any violation that one might think existed of that code?

Ms. BRAGGER. The National Association of Broadcasters' Code Board—there is a board.

Chairman PEPPER. It is staffed? Do the members enforce their own code amongst themselves? How would you initiate this if you thought a stereotype was unfair to the elderly in violation of that provision of the code to which you referred? How would you bring it to the attention of the broadcasting officials?

Ms. BRAGGER. I would write to the broadcasting code board. If nothing happened there, I would proceed further with it.

Chairman PEPPER. In other words, the board is open to receive complaints?

Ms. BRAGGER. That is right.

Chairman PEPPER. Is there any evidence that age stereotyping on television has a harmful effect on the elderly, on children, or on any other segment of the viewing audience?

Ms. KUHN. I think there is a good deal of evidence that children are alienated by the projection of old people. The University of Maryland has documented that alienation. It seems to me it forebodes poorly for the young that they have this unfortunate view of old people. I hope very much, in response to the other question,

that the networks, in response to this hearing and other investigative research that you and your committee are doing, would be sufficiently sensitive to police their own operations and to go back to the code and do their own self-regulatory work.

Chairman PEPPER. That is what we think too. That is the reason we wanted to have this public hearing, so as to address the matter to their attention and to their concern. In real life, there are some elderly villains, some victims, some ill, some in nursing homes. Do you object to any negative portrayal of the elderly on television?

Ms. BRAGGER. No. We do not, as long as the positive image is shown also. You cannot say a balance, but they should not be shown that generally all old people are like that. There are ways to do this.

Chairman PEPPER. In other words, we are not trying to whitewash the elderly or any appropriate characterization of them. That is factual. We simply want to avoid their being characterized unfairly or all elderly people being characterized by the unfavorable characteristics of one or a few; is that correct?

Ms. KUHN. That is precisely the question. Yes.

Chairman PEPPER. After you appeared on Johnny Carson's show and chided him for his portrayal of "Aunt Blabby," he continued to use that character. How do you react to that?

Ms. KUHN. I react very negatively and with distaste. I think it is some indication that he has run out of material. I wonder what his scriptwriters are doing. I feel that it is not funny.

Chairman PEPPER. As a matter of fact, being blabby, I think we understand generally what that connotes, if not what it denotes. One can be blabby at almost any age.

Ms. KUHN. Exactly. One can be stupid and foolish at any age, just as "Aunt Blabby" is.

Chairman PEPPER. Have your other efforts to eliminate stereotyping been more successful than that?

Ms. BRAGGER. We see a general improvement in the last 2 years of images in the media of the old people, and more peoples. Omission is one of the things that is in our criteria. We see more older people presented in positive ways, also negative. There is an awful lot of very subtle things that happen. There are more positive images of older people. I think the networks have listened to some extent.

Chairman PEPPER. You might suggest to Mr. Carson that he call "Aunt Blabby," young "Ms. Blabby" or something to that effect, to characterize her as not being necessarily as older person.

Could you, Ms. Bragger, give additional examples of negative stereotyping on television of older people?

Ms. BRAGGER. I might say that Dick Van Dyke does a character of an older man that is very objectionable and very distasteful to us. There was a writeup in TV Guide that will help me document this.

That said, reporting on Dick Van Dyke's special and the segment where Carol Burnett was his guest, the writers in TV Guide said, "The program was a travesty on elderliness. Two great comics were given their heads and they were found to be empty." This is a writer that writes for TV. That is one program every once in a while Van Dyke comes out with this costume that is supposed to



look like an old man. It is a very baggy costume, supposed to be funny.

Tim Conway on "The Carol Burnett Show" is a very funny man. He does not have to do all of these insulting things to old people to get laughs but he does. There were other shows, game shows, not many older people are on there. Those are the omissions.

The commercials, for instance, there are yogurt commercials on showing different couples eating yogurt. The young couples had strawberry, raspberry, and all kinds. When it came to the old couples, they zoomed in on the old couples who were eating yogurt. You can imagine, it was prune yogurt. These are the little things that happen to make people think that only old people need prunes, and get constipated. These are the things to which we object. People get them subliminally. They catch these things in their head without having to have it any clearer than that.

Even David Brinkley, I love David Brinkley very much, but he is just an example of what people think of age. He said one night, "There is one ailment we all have in common." He was talking about a show that was going on on old age. "We are all growing old"; an ailment.

Ms. KUHN. Another myth.

Ms. BRAGGER. Something very nice Satchel Paige once said, "How old would you be if you did not know how old you was?"

Chairman PEPPER. Bob Hope wrote to us at the hearing to which Mr. Cohen referred, at the same time that John Wayne sent his picture to us. Bob Hope said, "I have noticed that the older they get, the smarter they get, the cleverer they get." He is doing pretty well; I think in the upper sixties or 70.

By the way, I do not happen to recall, but I have the impression that an Englishman who went around the world in a little skiff by himself was up in the years. Do you remember the incident?

Ms. BRAGGER. I remember the incident but not his age. I remember he was up in years.

Chairman PEPPER. Both of you ladies have been kind enough to say today that you are over 70. You certainly would not fit into any stereotype of older people because of your physical activity and your mental abilities, the charm that you exhibit in your demeanor and so forth. I must not take too much time from my colleagues. Mr. Wampler?

Mr. WAMPLER. Thank you, Mr. Chairman. First of all, I want to commend both of you for your statements and thank you for taking time to share with us your thoughts and sentiments on the matter that is now before the committee.

As you know, in August, the Civil Rights Commission in the report "Window Dressing on the Set" recommended that the Federal Communications Commission conduct an inquiry on rulemaking in the portrayal of minorities and women in commercial and public television drama.

I would like to ask either or both of you, do you feel that a similar recommendation should be made concerning the portrayal of the elderly?

Ms. KUHN. I think it would be very much in order. I was surprised that it was omitted. I think it is a very important rule that could be pursued. I hope the committee will pursue it.

Mr. WAMPLER. Thank you, Mr. Chairman.

Chairman PEPPER. By the way, may I say to my colleagues, as well as the two distinguished witnesses that appeared at a hearing a little bit ago in Miami before the Civil Rights Commission, when the distinguished Chairman, Dr. Flemming, was presiding.

I called attention to the regret that many of us have on behalf of the elderly that they had not spoken up for discrimination against the elderly. Dr. Flemming, whose friendship and affection for the elderly, is well known and who is a distinguished member of the class, advised us that the Commission did not report on any discrimination against the elderly, because under the Civil Rights Act, the elderly were not protected against discrimination the way women and the minorities were. He indicated that they would welcome a change in that law by the Congress so as to protect the elderly against discrimination as other minorities are protected. We hope we can make that one of the objectives of our committee. Mr. Wampler?

Mr. WAMPLER. I have concluded. Thank you, Mr. Chairman.  
Chairman PEPPER. Mr. Santini?

Mr. SANTINI. Just one question because I had the privilege of questions earlier. Do you have any standards, definitions, or recommendations drafted through the Gray Panther organization to offer to media representatives as a measurement or yardstick they might apply in making these sometimes very difficult judgments about what is offensive or unfair in portrayals of the elderly?

Ms. KUHN. We do have guidelines and criteria which we would be very glad to communicate.

Mr. SANTINI. Are those in written format at this time?

Ms. KUHN. Yes. They are in written form and we are constantly adding and evaluating what we are now doing so that the field is growing and expanding in new directions.

Mr. SANTINI. Mr. Chairman, I think it might be useful if those recommendations—outlines were included in the record at this point and I would so move.

Chairman PEPPER. Without objection, they will be included in the record.

[See the staff review, Appendix 1, pp. 83-84.]

Mr. SANTINI. Thank, You, Mr. Chairman.

Chairman PEPPER. Mr. Cohen?

Mr. COHEN. Thank you, Mr. Chairman. I would first like to take this opportunity to thank both of you for your support on other measures before this committee. One dear to my heart is the revised patients bill of rights.

Ms. KUHN. Right.

Mr. COHEN. I thank you for that. I think that points out another aspect of the type of discrimination we are talking about, that people who are in nursing homes have somehow been regarded as being different in terms of their rights, like the right to privacy, the right to communication with their relatives, friends, without harrassment or intimidation, the right to participate in the decisions concerning their medical care and so many other rights that they are now deprived of. I thank you for that.

The question I have is this. I believe you indicated you had a negative reaction to "The Johnny Carson Show, and that he has

simply run out of material. The question came to my mind, aside from your official capacity as a monitor, why do you continue to watch Johnny Carson?

Ms. KUHN. Just to see what he is up to.

Mr. COHEN. I raised this question because you know there is a continuing controversy, or developing controversy, on a series coming up called Soap. Various groups are now contacting sponsors, advertisers, to lobby them against the sponsorship of that type of program. I was wondering if you raised the issue—I missed this part of your testimony—about calling upon the networks perhaps to update their market research on buying power of older Americans?

I am just wondering what the effect would be? Can you exert pressure through economics? This is a free market system. Surely networks or advertisers would respond to various groups who have influence if they take action collectively.

Ms. KUHN. There is, as we all know, a growing movement of old people in America. That includes many millions today. Ours is a smaller and much newer group than the others, and ours includes people of all ages. The others are limited to senior citizens.

I would hope that the purchasing power of older Americans could be focused in some very useful way.

Mr. COHEN. What does the Gray Panther organization do in terms of voicing its objections to specific programs?

Ms. BRAGGER. We contact the media. We do not suggest that people turn off programs. We suggest that they do something about the image that is being shown there. We get enough complaints, we get a lot of letters, we get enough where we have something to document what we are complaining about. We go to the network people and talk to them. As I say, different ways that we have been doing things have changed the image. There is no one way we have found but we do organize and we do approach them different ways.

Mr. COHEN. One final point, Mr. Chairman. I just introduced a resolution to direct the Departments of Commerce, Labor, Agriculture, and HEW to develop methods for improving the collection and publication of characteristics, including and indicating the social, health, and economic conditions of Americans 65 and over in all of their different social and geographic, ethnic, and economic situations. I assume this is the information you would be interested in.

Chairman PEPPER. Thank you very much. I think that is a fine suggestion. We would try to help you with that in any way that we can. Miss Oakar?

Miss OAKAR. Thank you, Mr. Chairman, I, too, want to commend you for your presentation, both of you. I wanted to ask, do you know of any instance when the networks have consulted older people to give advice on different programs, the new one I mentioned in my presentation?

Ms. KUHN. I'm on the advisory committee for the "Over Easy" program. I have met with the board on three different occasions; have been in touch with Jewel Powell and Wynn Dodson in the development of that particular program. Gray Panthers all over the country monitored the pilot studies which were aired last fall

and had some criticism that was taken very seriously by the producers in the development of this new series.

I have been approached by a number of TV people, particularly in rural communities, asking for our comments as Gray Panthers, about what is projected. I think there is sensitivity. We really have them waking up. They are asking but not probing questions.

Miss OAKAR. Do you think there is a need for a kind of across-the-board ombudsman in that particular respect as it relates to stereotyping, in a negative fashion, of older Americans?

Ms. KUHN. That is an interesting idea. I think we ought to talk about that.

Ms. BRAGGER. I would like to say one thing. We would like to be able to see and do more of—read scripts before the program gets in the can. Usually we have read the script and the program is going on the air the next week. That does not do us any good, nor anybody else. We would appreciate very much being able to make some comments on some of the things that are happening. That is one thing we would like to see happen.

Miss OAKAR. Do you think, in any way, the networks are responsive to older Americans in any way because of the monetary potentials? The older people do not have a lot of money but they are consistent buyers. They usually pay cash and are very consistent about buying certain products. I'm just wondering if you see a relationship between the economic issue and the reality that they really need your input intellectually?

Ms. KUHN. I would agree. I think that Lydia and I would be of one mind that the networks have not yet got the message. The market research needs updating. They have not recognized the potential purchasing power of old people and their market research is still on that traditional category of 18 to 49.

When you look at the demography and recognize that human lifespan is lengthening with every decade, there are a lot of purchasers that they are overlooking when they hang their market research just on that very limited spectrum of age.

I just hope, as a result of this hearing, the distribution of your report—that report, that they are going to update their research and get the message. They certainly have the money to do it.

Miss OAKAR. Not to be crass about it, but if it were just pure economics, then it would behoove the networks to pay more attention to positive kinds of portrayals since more older people are watching television and perhaps have more of the leisure.

Ms. KUHN. I think there is a very human need for them to pay more attention. They, too, are getting old, those powerful people who control the network marketing and programing and fill the airways and come into almost every living room. They are getting old.

Miss OAKAR. Thank you very much.

Chairman PEPPER. Thank you very much, Miss Oakar. Father Drinan?

Mr. DRINAN. Thank you, Mr. Chairman, I do want to add my gratitude. Do you think that it is really the commercial interest of the telecasters that continues to stereotype?

Last year, the profits of the broadcasting industry were up 60 percent. Last year, the profits of the broadcasting industry, as a

proportion of gross, were four times that of the oil industry. The industrywide average return on depreciated capital in the broadcasting industry is almost 100 percent.

Do you think, therefore, that they are deliberately overlooking the market of those over 65 who spend \$60 billion a year in favor of those that are under 50? Do you think it is a sheer commercial motive or the prospect of making more profits, which the broadcasting industry appears to specialize in?

Ms. BRAGGER. We feel as long as the ratings are up, the program is going to be on the air. We feel people need to be made aware of what is happening, what they are watching and they refuse to watch it. That is the only thing that is going to change. Certainly everybody wants to make money.

Mr. DRINAN. In effect, the broadcasters are giving the people, not what the people want, but what the advertisers want?

Ms. BRAGGER. The ratings have to be up.

Mr. DRINAN. Would you think that the FCC should do something to require the broadcasters to live up more to the public interest which is obviously the key to the whole FCC law?

Ms. BRAGGER. I would like to see the networks sensitize themselves and not have to have the FCC do it.

Mr. DRINAN. Do you think that the FCC has been negligent in monitoring the neglect?

Ms. KUHN. I do.

Ms. BRAGGER. I guess we would not have this condition we are in today if it had not been so.

Mr. DRINAN. What shall we say to the FCC? There are going to be some new people there, some new appointees. We have the distinguished former Commissioner here with us, who will testify later on, Mr. Nicholas Johnson.

Suppose we appoint an elderly person, an older American, one or both of you two people to the FCC; would that be a good idea?

Ms. KUHN. That would be a great idea.

Mr. DRINAN. I think we will recommend that to President Carter. I am sure you would be confirmed without difficulty. You would bring a whole new dimension. I think that is the finest idea that has emerged from my little mind this morning.

Mr. Chairman, I look forward to hearing the others. I do not want to delay but I want to thank these women again.

Chairman PEPPER. Thank you very much, Father Drinan. I endorse your recommendations for the Commission. I would just add this. I see many elderly people and sometimes they wear buttons at social or other gatherings that say "Senior Power". I hope that it works and the commercial producers will remember that "Senior Power."

Ms. KUHN. Mr. Chairman, may I just make one quick rejoinder to that?

Chairman PEPPER. Yes.

Ms. KUHN. It is indeed senior power that you are recognizing and properly so. I would suggest another use for senior power. I think we have an obligation to those who come after us, and to the larger public interest, to use our experience and our resources and our skill in the larger public interest, not just to advance our own self-

interest. I hope there could be a measure of self-transcendence in our old age.

Chairman PEPPER. I thoroughly endorse everything that both of you ladies have said. You know the media are such an enormous power; by and large, they are trying to do a good job to serve the public interest. Just think what they could do for the elderly in America if they put more proper emphasis, not on stereotyping them, looking like somebody who has lost mental and physical capacity to take an active part in life, but talked about their potential and helped upgrade them, and reserved respect for their dignity.

We are just hoping that, due to the code amendments that you have been able to bring about, perhaps we can make some contribution at this hearing to the awareness of the networks to the enormous potential that they have, not for producing stereotypes but for helping the elderly people to render a greater service to their country, to live healthier and happier lives. Thank you very much for the wonderful contribution that you've both made to our hearing.

The next witness is one of the vice presidents of CBS, Inc., Mr. Harvey L. Shephard, vice president of program planning for this great network. Mr. Shephard, we are pleased to have you. We welcome any statement that you care to make.

Let me note, as the witness is taking his place, that I am pleased that a number of distinguished colleagues, including Dr. Vicki Freimuth, are in the audience today. We are delighted to have you here. Will you proceed, Mr. Shephard?

#### STATEMENT OF HARVEY L. SHEPHARD, VICE PRESIDENT, PROGRAMS, CBS TELEVISION NETWORK

Mr. SHEPHARD. My name is Harvey Shephard. I am vice president of programs in the office of the CBS television network. I have overall responsibility for the nighttime programing activities originating from New York. I have been with the network for almost 11 years, 5 years in programing and the balance of that time in the research department.

I want to express my appreciation to you, Mr. Chairman, and the members of this committee, for being able to meet with you today.

Chairman PEPPER. We want to thank CBS for the coverage that you have given to the efforts and the activities of our committee.

Mr. SHEPHARD. You are welcome. Once upon a time, in its newness, television was accepted simply as diversionary entertainment. People were so pleased by the phenomenon that they didn't much question what they saw.

The movement toward programing that would reflect and illuminate our times began, really, in the 1960's, when so much national self-examination took place. Broadcasters have had their consciousness raised many times—regarding women, minorities, and all the myriad groups which are components of our society.

From being a medium taht simply entertained, television has increasingly reflected real life; a role which we believe is positive, beneficial, and responsive.

All of this is a slightly roundabout way of explaining that CBS doesn't have a written policy regarding the portrayal of elderly

people on television. Indeed, we have no such written policies regarding any segment of society.

What we do have is: one, a sense of responsibility toward our audience—all elements of it; two, an awareness of the social issues of our time; three, a need to give people what they want; four, a profound respect for humanity; and, five, an ability to change with the times.

And our attitude toward the elderly is a direct outcome of these concerns. The tone of television programing is not created arbitrarily by a few network executives sitting in a room in New York.

It is created in response to demands and suggestions; either in the 250,000 viewer letters we receive each year, or in meetings with our affiliates, or in discussions with various citizen groups, or in response to the opinions of the approximately 15,000 people a year with whom we conduct random personal interviews; and, of course, in response to material provided by Nielsen and the other rating services.

Regarding the portrayal of age on CBS, perhaps the best way to demonstrate our approach is to give you a few examples of the types of programs that have been on the air recently. "Phyllis" is one such example. The Cloris Leachman character itself, while not elderly, was near 50. Her problems were similar to those that a great many elderly and middle-aged people faced, a daughter who no longer needed her, the death of a husband and the painful readjustment of a new life, the necessity of finding a job when the market had really passed her by; the difficulty of living in straightened circumstances, with an income that did not go far enough.

Then, too, her in-laws—with whom she lived, were definably elderly—yet they were always portrayed as intelligent, energetic, involved; capable of action and decisiveness; vital, contributing members of society. And her grandmother-in-law, Mother Dexter, while somewhat physically frail—she was in her late eighties—never let that hamper her in the least. Not only did she have definite opinions on almost every subject, but she was listened to and respected as a member of the household.

When, at 80-odd years of age, she decided to remarry, this event paved the way for several episodes in which her children, grandchildren, and great-grandchildren were forced to revise their traditional attitudes about what is proper for old people.

Another series, "The Waltons," features parents in their fifties and grandparents in their seventies. Not only are the grandparents strong authority figures, worthy of—and receiving—respect from the children, but they provide very strong role-models for the elderly in terms of contributions they are able to make to the knowledge and growing up difficulties of their grandchildren, to running the household, and their fixed respect for themselves.

"Barnaby Jones" features Buddy Ebsen as a hard-working detective. His age, which is about 70, is utterly incidental to his ability to solve problems.

There are many vital issues which begin to affect people as they move past middle age, including divorce, the death of a spouse, retirement, loss of income, loss of family home, and so on.

As children grow up and depart, parents frequently feel unneeded, unwanted. Profound identity crises often occur as the younger

generation, in desperate attempt to pretend that age will not happen to them, shuts out the older generation.

These are only a few of the problems that have been dealt with, sensitively and honestly, in various episodes of "Mary Tyler Moore," "Maude," "All in the Family," "The Jeffersons," and "MASH," to name only a few. Actors in those continuing series, I might add, range in age up to 85.

In addition, we have had several movies and specials which dealt with age. For example, "The Autobiography of Miss Jane Pittman," presenting as it did, the wisdom and experience of a frail, 110-year old woman, who at that age stood up for her principles and committed an act of civil disobedience which was an inspiration to millions.

"Queen of The Stardust Ballroom," showed a middle-aged woman who, at the death of her husband, refused to retreat into isolation. Instead, she changed her hairstyle and her life, fell in love and had an affair. Her needs were treated with extreme sensitivity, and the callousness of her children, and their eventual conversion, provided a very strong production.

Next season we will have several extraordinary specials dealing with older people. "Grandpa and Frank" stars Henry Fonda as a man who is becoming physically unable to care for himself, whose son wants to send him to a home, thereby depriving his whole family of the positive contributions to day-to-day life that this old man is still highly capable of making.

The made-for-television movie "Siege," set in a housing project tenanted largely by senior citizens, tells of their victimization by a teenage gang, and of how they organize to retaliate and protect themselves.

In addition to portrayals of the elderly in entertainment formats, their problems are treated directly in informational programming. This year, CBS News presented two special reports of interest about the elderly. "The Retirement Revolution," which was broadcast in July, examined some of the problems of the retired—how to live alone, how to live on a fixed income and how to spend increased leisure time.

Another special was presented in February. Titled "Arizona, Here We Come," with host Bill Moyers, a large part of this broadcast studied the new life styles within the retirement communities, which have become popular in the Southwest. In July 1975 a "60 Minutes" segment titled "Old Folks At Home," showed the opportunities available to elderly people to live in their own homes or apartments without being financially dependent on other people.

Incidentally, this past Sunday, we repeated a segment of "60 Minutes" which focused on Leopold Stokowski, who is still conducting at age 94.

Problems of the elderly have been treated in segments of "60 Minutes," "Who's Who," the "CBS Morning News" and the "CBS Evening News," "Magazine," and other specials.

Each of the CBS owned television stations has devoted local programming addressed to the needs and interests of senior citizens in their respective communities.



For example, KNXT Los Angeles recently presented a 1-hour prime time documentary, "The Old Gray Myth," which explored the socioeconomic and psychological problems of the elderly.

WBBM-TV Chicago produced a 1-hour special, "Colors of Gray." This report profiled the efforts of a theater company to locate, train and rehearse senior citizens in their own production, and included excerpts of the show that was presented.

WCAU-TV Philadelphia has offered a variety of broadcasts dealing with a broad range of problems affecting the elderly. A number of these broadcasts have featured Maggie Kuhn, founder of the Gray Panthers, who lives in the Philadelphia area.

WCBS-TV New York recently devoted six broadcasts of a public affairs series with Bess Myerson to the topic of elderly women. The first broadcast, titled "The Amazing Eighties," portrayed two women, each over 80, leading fulfilling and active lives. The other five broadcasts, presented in a special week-long series under the title "Women in the Later Years," examined in depth the challenges and problems facing elderly women.

The aforementioned, of course, are only a few examples of how CBS portrays older people and presents their problems, and the type of programing that is directed not only at them, but at everyone. We feel that we are most responsible in our attitude toward the elderly. The portrayal of the elderly on CBS is realistic rather than stereotypical.

By programing neither to nor for but rather about the elderly, we are doing what we do best, and we serve everyone. I guess the sum of my speech is that we function not in a rigid industry. We, at CBS, believe in having an open dialog with our viewers, as evidenced by the testimony of the Gray Panthers in which they had a dialog with Tom Swafford and Arthur Taylor not too long ago.

I want to thank you again, Mr. Chairman, for giving me the opportunity to speak at this hearing.

Chairman PEPPER. Thank you, Mr. Shephard. Although Eric Sevareid's mandatory retirement this fall focuses specific attention on CBS, all three networks, we are advised, maintain a policy of compulsory age retirement for broadcasters and reporters on the evening news. Have you considered the message your policy of mandatory retirement conveys to the elderly who consume more news and public affairs programing than any other type of programing?

Mr. SHEPHARD. Not meaning to be evasive, I have no involvement with our company's personnel policies, nor the policies in the news area. I can comment, as far as the programing area, in which I play a role, there is no mandatory policy regarding the age of performers.

Chairman PEPPER. You mean employees in the programing division would not be subject to mandatory retirement?

Mr. SHEPHARD. I am referring to the performers on the television shows we present. We have a great number of performers on these shows who are over 65 years of age. The policy with regard to the company was given in your March hearing by Mr. Jankowski, who is a representative of our company, who is much more familiar with these matters than I.

Chairman PEPPER. Mr. Paley is one of the outstanding executives of this country and he is the chairman of your board. I believe he is 75; is he not?

Mr. SHEPHARD. He'll be 77, I believe, next week.

Chairman PEPPER. I welcome him to the fraternity. Maybe he is a good example of what the policy of the company should be, that people should be continued in their positions as long as they are qualified to do a good job in those positions and not like Eric Sevareid, forced out, because on the calendar he happens to be 65 years of age.

Mr. SHEPHARD. The only comment I can make with regards to Mr. Sevareid is that recently at our affiliates meeting in Los Angeles, he was the guest speaker and spoke about his coming retirement. He said that after all of these years he just looks forward to being able to relax, to read, to lecture. What I mean to say is that, from his standpoint, he was welcoming this opportunity.

Chairman PEPPER. Yes. The difference is, instead of Mr. Eric Sevareid being given the option of staying or going, which is perfectly proper and we strongly support, he is subject to a mandatory policy that says he must go, whether he wants to or not. Suppose Mr. Sevareid did not want to go; like Mr. Paley, he wanted to stay. He felt he was doing a great job for the industry and the country and he wanted to stay.

Under your present mandatory policy, you would say, "No. We are sorry, Mr. Sevareid, no matter what your competency, your desire, your contribution, you have to yield to a mandatory policy."

I am informed by my staff director that we received a letter from Mr. Sevareid saying he wished he could have planned better. Perhaps, if he had had more freedom of action, he could have planned better.

We want to make it very clear that in our advocacy of the elimination of mandatory retirement, in the Federal sector, and raising the retirement age to 70 in the private sector, that we are not wanting to force anybody to work a day longer than he or she wishes to work. We simply want to give the individual American an option to retire when he or she would like to retire, or thinks it is to his or her interest to retire and an option to continue to work at the job he or she has been accustomed to do as long as they are able to do the job.

The Gray Panthers have objected to one of Carol Burnett's sketches. A "Retirement Living" readers poll showed that the "Carol Burnett Show" was named "the program that most often presents the worst of the most unfair view of senior citizens." Has the network reviewed these complaints? What criteria governs retention of the supposedly offensive skit?

Mr. SHEPHARD. Let me comment, first of all, about the "Carol Burnett Show." She is probably one of the loveliest people anyone could meet in the entertainment business. If she thought she was doing anything that was offensive to any segment of her audience, she would drop it immediately.

When questioned about this, she was totally unaware that the sketch to which you are referring, in which she and Harvey Korman are two elderly people sort of reminiscing. That sketch has been dropped from her show. It has not been on and this is the

second season that it has not been on her show. She has stated publicly that had she been aware that it offended so many elderly people, she would have taken it off her show sooner.

Chairman PEPPER. We are so pleased to hear that, Mr. Shephard. All of us have had the highest esteem and the greatest admiration for Ms. Burnett. That typifies our feeling, as I said in our opening statement, that, in general, the stereotypes that are unfair to the elderly are inadvertent or unintentional on the part of the media. We wanted to have this hearing to call attention to these matters and ask people like you, in programing authority, to view, with particular interest and concern, possible violations of discrimination against the elderly.

If persons over 65 had the purchasing power of persons between 18 and 39, would your company program differently?

Mr. SHEPHARD. Let us say that our programing philosophy has always been rather broad. According to the latest Nielsen survey, 7 out of the 10 shows, the top 10 shows, with the over-65-year-age audience, are on CBS. Therefore, it is quite apparent that we do not have a specific policy of directing our program toward the younger audience.

Also, in light of the demographic profile that we have, and we have been most successful with, we have approached many advertisers to show the purchasing power and disposable income of people over 65 and to try to counteract the myth that once anybody is basically over 50, they no longer have any purchasing power or are disregarded by some of the advertising community.

Chairman PEPPER. We are pleased to hear that also, that you would scrutinize programs and characters that were presented to CBS for airing over your network.

I remember very well as a boy in Alabama that the ordinary characterization of a black man in the theater and in such media as there were then, in many instances, was of a shiftless, incompetent, lazy, uncouth kind of person. We know that was not a fair representation and no longer would that be permitted, or would not be accepted upon the media today, I hope in any of the medium of the country.

I remember well my concept of a Latin American was of a Mexican, after lunch, leaning back up against the wall in the hot sun with a big sombrero on his head. I got an idea as a boy that all Latin Americans were lazy, shiftless people, leaning up against walls under the sun sleeping, but we know that was false too. Nobody today would think of depicting the Latin American as in that stereotype. That just shows the progress we have made in the area.

Has your network ever cancelled a show because it attracted a sizable audience of older persons but a smaller number of younger persons? I wonder specifically why shows such as the "Lawrence Welk Show" and the "Red Skelton Show" were taken off the network.

Mr. SHEPHARD. The "Lawrence Welk Show" was on ABC so I will let the ABC representative comment on that. The "Red Skelton Show" was on CBS a good number of years ago. The reason for canceling that show—I was not in the programing department at that time. I would assume it was because of our basic policies. The

cancellation of the show was really a function of how a show is performing over time.

If a show continues to show erosion in terms of its audience, which I believe the "Red Skelton Show" had shown, then it was decided that the schedule would be better served if that show had been replaced by a new show.

For example, there are a great number of shows on CBS, for example, "Maude," "All in the Family," shows like that which are dominated by older viewers, yet they continue to return to their schedule.

Chairman PEPPER. When a commercial show is presented to your network for airing on the show, your company carefully goes over that show to see if it is agreeable to the network; does it not?

Mr. SHEPHARD. What happens is, the creative community comes in. Initially the steps are, they submit a script, which if we feel it has merit, we then go ahead and commission a pilot. Then the pilot episode comes in; we all screen the episode, then if we feel it has—can entertain a large segment of the audience, we will then judge it to be included in our schedule.

Chairman PEPPER. Mr. Shephard, I wish we had more time but we have many other witnesses. We want to thank you for coming today and for the friendly attitude that you have taken toward our effort here and for, what I feel, is a sympathetic view of your network to try to be fair and helpful to the elderly people of this country.

Mr. SHEPHARD. Thank you.

Chairman PEPPER. Mr. Cohen?

Mr. COHEN. Thank you, Mr. Chairman. I have just an observation. You indicated that CBS has a policy of mandatory retirement and that is somewhat inconsistent with the head of CBS being 77 years old. Mr. Chairman, we also have George Meany who is the head of the labor movement, who opposes the repeal of mandatory retirement and yet he is 83 years old, so we have another inconsistency or irony on this issue.

Mr. Shephard, you indicated that you did not want to avoid the question but rather mandatory retirement was not in your field. It reminds me that we have many witnesses who come in from the administration. We ask a question; they say it is really not their department but what is your personal judgment? Do you think a policy such as this does contribute to the stereotype that we have of someone over 65?

I ask that from my personal point of view because my dad is 68 and he is a baker. He works 18 hours a day today, 6 days a week. I think if he were forced to retire that he probably would not live very many more years.

Mr. SHEPHARD. The reason I said that is because my knowledge of the problems, or the reasons for doing it, are that of a layman.

Mr. COHEN. That is why I am asking you that.

Mr. SHEPHARD. I feel that it is—all I can say is I want to comment on the area that I want to comment on. The only area that I know best is the programing area.

Mr. Cohen. Just as a layman?

Mr. SHEPHARD. At a recent meeting, of "Not for Women Only," at which Mr. Jankowski and Mr. Pepper both testified, when the

question came up, Mr. Jankowski stated that it is the policy—the policy is currently being scrutinized at CBS so there is going to be some discussion in subsequent weeks. Mr. Pepper has been invited to attend and the subject will be discussed further.

In light of that forum, I feel that much more knowledgeable people than myself will be discussing this matter. Clearly it is not a rigid policy at CBS.

Mr. COHEN. I appreciate the predicament you find yourself in. There will be a record to go back to the head office but you do extensive market researching; do you not?

Mr. SHEPHARD. The company does; that is correct.

Mr. COHEN. In terms of its programing. Of course one of the things that is of concern to many members of this committee is that we not tread that line of getting into censoring or trying to control, in any way, the content of programing because of the first amendment.

I was wondering about CBS and all of the other networks who must respond to viewer attitudes, that you do indepth polling and surveying of those attitudes. One thing I tried to suggest earlier to the witnesses is that one of the best mechanisms for bringing to bear their power or influence in the marketplace is to turn the television set off, if either the network or the program becomes too offensive to their sensibilities.

That, to me, is a far better solution than any course we might take. The chairman has been very quick to point out that we are not stepping into that line but it is one that we have to be aware of.

Mr. SHEPHARD. I agree with that wholeheartedly.

Chairman PEPPER. Thank you very much, Mr. Cohen. Father Drinan?

Mr. DRINAN. Thank you. I read the three reports of the networks. I do not know why CBS was chosen to go first, but ABC and NBC also claim that there is nothing wrong with their portrayal.

I wonder, sir, if you would admit a few errors on the part of other broadcasters besides CBS? After all, we have a staff report here, which in all candor, was rather devastating. I had not fully realized the implicit discrimination against the elderly, namely their exclusion from the television networks. Would you have any response to that? The simple fact is that they are not portrayed on television in the same proportion as they are in the population. All the studies seem to corroborate that.

Mr. SHEPHARD. I believe—I do not have figures to document this; I do not have a precise accounting on the proportion of elderly on CBS programing as opposed to that in the population, however, I would expect that, in light of the nature of our shows, that is not the case on CBS.

Mr. DRINAN. You have no facts and we have some facts here in the study.

Mr. SHEPHARD. I have facts as far as the number of performers over 65 years of age that are on our shows and the number of shows that we have presented in both the special area and the variety special, dramatic specials, and so forth.

Mr. COHEN. Would the gentleman yield?

Mr. DRINAN. Yes.

Mr. COHEN. I'm not sure whether you are suggesting that there ought to be some sort of system in terms of the viewing population, that if they had 22 percent or 10 percent.

Mr. DRINAN. Not an actual quota, but television should be regulated in the public interest. Therefore, it should somehow reflect the actual situation as reflected in the studies, the scholars, the massive documentation that is behind the staff study here.

It seems that the elderly are not adequately portrayed, even numerically, much less as to their interests and their achievements. In fact, all of the data seems to suggest that older people are portrayed generally as tired mentally, slower, forgetful, grouchy, withdrawn.

Mr. SHEPHARD. If I might comment, I assume you are referring to the civil rights? Is this the Commission report?

Mr. DRINAN. "Window dressing," this is more on minorities and women, but I am referring to the staff study issued by this committee. In any event, Mr. Shephard, I was just asking you to comment on the massive documentation that seems to go against the testimony of all three networks.

Mr. SHEPHARD. What I was saying, portraying at least the things with which I am familiar on CBS, I was trying to show the trend of programs in which the problems of elderly people were portrayed on television and also, both the number, the nature of the programs in which these people were portrayed. What I'm trying to say is that initially we were filled with a medium, both the movie and the television industry have both grown in subsequent years against all segments. I think the portrayal is most realistic and most sensitive in an area which is a very fluid medium. The input is open.

As I said, in subsequent years, I expect that we would become—there will be a growth as there has been in past years, which reflects the examples I have just sighted.

Mr. DRINAN. I yield the balance of my time.

Chairman PEPPER. Father Drinan, you mentioned our report. I share your commendation of it. The members of the committee have had copies for a day or two, perhaps a couple of days. It was just approved by the committee, so it will be available to the networks. Mr. Sarasin?

Mr. SARASIN. Thank you, Mr. Chairman. Mr. Shephard, it is, I believe, your testimony, and the testimony of someone from ABC and NBC—you are presenting to us a list of the programing that you have that would indicate the elderly are being fairly treated on television.

Obviously a number of those programs are not only good; they are outstanding. I wonder, if you would comment on the criticism that was made earlier by Maggie Kuhn of the objection to the stereotype of Tim Conway in his portrayal of an old man, if you ever received letters saying they thought that was the funniest thing they had ever seen and we would like to see it again?

Mr. SHEPHARD. The situation actually exists that there is a great imbalance, not necessarily with the letters, but let us say with their viewing patterns. "The Carol Burnett Show" is one of the most popular shows with the over-65 audience. I think the basis for

most comedy is exaggeration, but there is no intention to offend anybody.

The different character roles that Tim Conway assumes and Carol Burnett assumes, and so forth, they are really satires on many elements in society or exaggerations of many elements in society.

As I have said, one segment is with Havey Korman-Carol Burnett in which they were playing the elderly couple in the rocking chairs; that has been dropped, as I said, because of the extreme sensitivity of a performer like Carol Burnett. She never thought there was anything on her show which was demeaning or causing grave concern about a particular community. I assure you she would not continue to do that.

Mr. SARASIN. As I looked at the staff report for the first time, I see a definition of stereotypes which has clothing baggy and frumpy. I think of Ed Wynn who made a trademark of baggy, unpressed clothing as an old man and as a young man as well.

I am bothered by any attempt to reach a quota.

Mr. SHEPHARD. As we are.

Mr. SARASIN. I would certainly agree with your commenting or objecting to a skit on any show that was obviously in bad taste. I wonder if everyone's taste is the same. I frankly doubt that it is. I would hate to see some kind of a quota system expected of the media.

I suppose, as we look at the programing that is available to us, we would have to assume, somehow, that the world is full of cowboys and police detectives because they seem to have more space or time on television than any other group.

Mr. SHEPHARD. Let me say that we enthusiastically endorse your feelings about quota systems. We do agree that would do a disservice to everyone. The cowboys and cops analogy, I think what one does in all aspects of the creative area is we go through cycles. I expect this year there will be a great abundance of science fiction films and shows on the air. Those are the phases that we go through.

This coming television season there will be a great emergence of family shows—family shows like "Eight Is Enough," "The Fitzpatricks," of course we have "The Waltons" and "Little House on the Prairie." All I am saying is that the medium, and all entertainment forms, go through cycles where certain shows become popular and then the creative process is such where there becomes an abundance of these shows, then the shows become tired and they get the next thing on to replace them.

This year, I think you will find there will be a great abundance of large families and the problems of contemporary families on television.

Mr. SARASIN. I would have to assume that would provide a very sympathetic role for elderly actors.

Mr. SHEPHARD. That is correct.

Mr. SARASIN. Thank you, Mr. Chairman.

Chairman PEPPER. Thank you, Mr. Sarasin. Miss Oakar?

Miss OAKAR. Thank you, Mr. Chairman. Mr. Shephard, I was impressed with your background. Obviously you would not be in the business you are in if you were not interested in ratings.

I was wondering if you think the movie "Network" was stereotyping in a negative fashion?

Mr. SHEPHARD. First of all, as the individual who bought the movie for CBS, I think with all of Paddy Chayefsky's, most of his plays, be it that or "Hospital", things like that, he is very satirical in a very exaggerated sort of way. He creates a picture which----

Miss OAKAR. Not always.

Mr. SHEPHARD. Not always, but some of his situations there are some more distorted with some elements of truth but it is, as with most entertainment, an exaggeration.

Miss OAKAR. But there is an element of truth about how important ratings are to the media.

Mr. SHEPHARD. Ratings are important; there is no denying that but the great emphasis on the ratings is somewhat exaggerated.

Miss OAKAR. The reason I ask that, is because I wondered when you mentioned that comedy usually is an exaggeration. That would be somewhat debated in dramatic circles. There seems to be an almost cosmetic view of aging.

For example, when I think of Eric Sevareid, I really do not respond to him as an older person or even think of his age. I think he is an intelligent, bright person and occasionally, I like to hear what he has to say.

You are a planner and a programmer. If you were going to lose your ratings by taking somebody like Eric Sevareid off the air, would you do it?

Mr. SHEPHARD. Let me comment in the area with which I'm most familiar. I have no involvement with the news.

Miss OAKAR. How about "Barnaby Jones," which features Buddy Ebsen.

Mr. SHEPHARD. Buddy Ebsen is 70 years old. I think this is his 5th year on the air.

Miss OAKAR. And is utterly incidental to his ability to solve problems. That is not a factor. That is what I am saying about Eric Sevareid. I do not think that is even a factor.

Mr. SHEPHARD. What I am saying is that in the programming area, the age of an individual has no bearing upon whether he works or not. The employment of Buddy Ebsen on "Barnaby Jones," this year, we will be presenting two Bing Crosby specials, a George Burns special, all I'm saying is that, as far as we are concerned, if a thing entertains the audience, if it has broad audience appeal, that is the only criteria that we choose for his inclusion on our programs.

Miss OAKAR. So ratings are a significant factor, though. They really are, obviously.

Mr. SHEPHARD. What I am saying is that if a man is a popular entertainer, that is the criteria for selecting. What I am saying is that if a person gets a 20 rating or a 25 rating, our main concern is if he can present something which we feel has—can be entertaining and serve a broad audience spectrum. That is our criteria. The absolute rating levels, per se, although important, are not the sole criteria.

Miss OAKAR. That is an indication, is it not, if the audience is responding to that person?



Mr. SHEPHARD. The ratings are representative of whether the audience accepts a performer or not. It's a circulation measure whether he is popular or not.

Miss OAKAR. I just want to comment that since the subject of quotas came up, I think the report that the staff person did on television, that we have, that I hope all of you will read, is really excellent. It appears to me that quotas are never necessary unless there is a problem.

I would just take this time to comment on this. The few women that are involved in a recent study that was done, I still believe the staff report has a lot of validity, as Father said, that in fact there is an absence of the elderly being positively portrayed in the media. An audience cannot appreciate something it does not know. If you do not have any elderly women in the network or whatever it happens to be, you'll never have any measure.

Mr. SHEPHARD. I understand but we feel that is not the case and clearly, the many examples of the elderly that I have given. Although it is not a forum for that, if you go through our shows in terms of women, you just go through and you can see "Mary Tyler Moore," "Maude," "Betty White," "Phyllis," the list is continuous of the women that play dominant roles in CBS programing.

Miss OAKAR. That is not the subject here but I just wanted to comment on quotas. I think that is the only time, when you are forced into a corner, you almost have to have quotas. That is the problem that we experience.

Mr. SHEPHARD. We do not feel that is the case. We feel that as the medium rose, as it matures, we feel that we are both sensitive to the issues of how people are portrayed and the manner in which they are portrayed, and the various types of people that are portrayed, that is the best way to serve the public rather than having a board, or any organization like that, institute quotas as to how many of these people shall be on, how many of those people—

Miss OAKAR. You make a point there. The thing is, to what extent does your input come from the public? I remember CBS, in my hometown of Cleveland, which you did not necessarily specify, I believe "Mary Hartman" was on CBS, if I am not mistaken.

Mr. SHEPHARD. "Mary Hartman" was fed to the stations on a syndicated basis. It was not on any of the networks. If a CBS station picked it up, it was on its own. It was not a network feed.

Miss OAKAR. I just wanted to make this as an example with no direct bearing on your responsibility. The people were changing the time slot until there was an absolute uproar when they put it in the 7 p.m. time slot. People practically had to go down and tear the station apart before they changed the time of that rather inane show. It seems to me that the networks still need some kind of ombudsman.

Mr. SHEPHARD. Let me just tell you some of the creative—first of all, we do have—

Miss OAKAR. You say "say", does that include advisory groups from the community?

Mr. SHEPHARD. Let me go through some of the processes. People always have the liberty to call or write in after anything is on. That is one thing. Second, as Mr. Cohen said, if they do not like something, there is no reason they have to view it.

Then, finally, before every show goes on the air, what we do is have physically a program testing device in which the public—we have a large group of people come in, view the show and give opinions of the shows. If there is anything, a character or situation, which turns out to be very demeaning or offensive to any group, we make every effort to change that.

As I said, we do not look to be callous in this situation or demean anybody. These are the processes which we have. Of course, we have our program practice section which always has an open dialog with outside groups in which they present their opinions. We try to have this input and discussions incorporated in our creative process.

Chairman PEPPER. I am sorry to interrupt but I am informed that one of our important witnesses has to leave here at 1 o'clock. If you could ask your questions and confine them to a small amount of time, otherwise we are going to lose Mr. Frank Price, who will have to leave. I am sorry to limit you. First, Mr. Grassley?

Mr. GRASSLEY. The people that pay the bill, the people that advertise, and support the program, are they concerned about any of the things that we are concerned about or that you are concerned about? Does this enter into their feeling of support or nonsupport for a particular program?

Mr. SHEPHARD. Yes. They do. Advertisers screen the program beforehand. If they feel it suits their needs, whatever their needs are, this is obviously one of the judgments they make before sponsoring the show.

Mr. GRASSLEY. Are they actually, in their considerations, worried about the stereotyping of people?

Mr. SHEPHARD. I cannot speak for the advertiser. I do not know.

Mr. GRASSLEY. In the discussions with the networks, is there anything implying that they are concerned at all, as you remember discussions?

Mr. SHEPHARD. The policy has been that if they find some thing objectionable, they will not advertise on the show.

Mr. GRASSLEY. But you do not care what they find objectionable?

Mr. SHEPHARD. Of course we do. As I say, we are open to all things. If it was a member of the advertising community, or not just the advertising community, but the entire viewer, if they find something objectionable and we screen it and we feel there is justification for that, we will attempt to change these things.

Mr. GRASSLEY. Do you find yourself more responsive to the advertisers than the letters from the public?

Mr. SHEPHARD. I do not think that is the case. Most of the initial input that comes in is done on the basis of what the public's perception is rather than the advertiser's perception.

Mr. GRASSLEY. Thank you, Mr. Chairman.

Chairman PEPPER. Thank you, Mr. Grassley. Mr. Marks?

Mr. MARKS. Mr. Chairman, just to follow up on the question, the very same point made by Miss Oaker and Mr. Grassley, have you, at CBS, received a great deal of criticism concerning the problems that we are concerned about today?

Mr. SHEPHARD. The answer is no.

Mr. MARKS. Have you received any?

Mr. SHEPHARD. Yes. We have. When you say great deal, we have had criticism, and as Ms. Kuhn has testified, she did write to Mr. Taylor and she then had a dialog with Thomas Swafford, who at that time was head of our programing area. At that time, the work "age" was incorporated into the NAB code. We continue to have dialog with different adverse groups. We feel there is justification and merit to their arguments and we will try to incorporate that in the creative process.

Mr. MARKS. Just for the record, if someone is concerned about this particular problem, to whom do they write or whom do they contact at CBS?

Mr. SHEPHARD. There are two ways to do it. First of all, many of the producers, who were actually the creators of the shows, these are the creators of the shows, they do have open discussions with groups. For example, Norman Lear, who is one of our main suppliers in the comedy area, many times has done a show which he has felt was controversial. He screened it through many of the interest groups to see what their input is, to see if he has offended anybody.

As I said, the program people get involved in the production and network end pass these messages on and play a role in influencing the change or altering of something.

Mr. MARKS. Specifically if someone were concerned, as of today, wanted to get in touch with you at CBS, would it be some other person in some other department?

Mr. SHEPHARD. I am one of the recipients of mail. There is the head of our program practice division, Van Ordensalter, the overall head of the programing. There is another individual. There are many people whom one could contact and where action could be taken.

Mr. MARKS. Thank you.

Chairman PEPPER. Thank you very much, Mr. Marks. Mr. Shephard, thanks so much for coming today.

Mr. SHEPHARD. Thank you.

[Answers to the Committee's written questions, subsequent to the hearing, by Mr. Shephard follow:]

CBS TELEVISION NETWORK,  
New York N.Y., November 9, 1977.

KATHLEEN JAMIESON, Ph. D,  
*Professional Staff Member, U.S. House of Representatives, Select Committee on Aging, Washington, D.C.*

DEAR DR. JAMIESON: I am writing you in response to your recent letter in which you request additional information pertaining to the topic, "Age Stereotyping and Television," which was the subject of the recent House Select Committee on Aging hearings.

With reference to your first question, there have been a number of instances in which CBS has requested changes in entertainment programming to remove offensive references to senior citizens as well as to rectify what we regarded as negative stereotypical portrayals of senior citizens. The following are some recent examples.

In the Kate McShane episode, entitled "The World Versus Ackerman" (broadcast September 24, 1975), we requested the term "old coot" be deleted and another phrase be substituted.

In the Szyszyk episode entitled, "Brookland Connection," we requested that a scene, which portrayed a senior citizen confusing a fire with a fire drill, be changed so as not to characterize senior citizens as foolish. (The broadcast of this program episode will depend on whether the series is utilized as a mid-season replacement.)

In the CBS Movie, titled "Daddy I Don't Like It Like This" (scheduled for broadcast this season), we have requested that the characterization of an elderly Mother Superior be changed to a more positive image.

With respect to your second question, there are presently 28 regularly scheduled prime time program series carried on the CBS Television Network. Included among these is one public affairs series (60 Minutes) and one movie (CBS Wednesday Night Movie).

Finally, you ask how many CBS prime time series have elderly characters in lead and supporting roles. There are three series in which elderly characters play lead roles: Grandpa and Grandma in The Waltons; Barnaby Jones in Barnaby Jones; and Mac in Switch. As to elderly supporting characters, there are presently three CBS series which include such roles: Rhoda's mother in Rhoda; the Publisher in Lou Grant; and the Grandmother in The Jeffersons. In addition, it should be noted that elderly characters are also presented in CBS programming in established roles other than lead or support roles. Examples of such characters include the parents of both Bob and Emily in the Bob Newhart Show and the mother of Joyce's ex-husband in the Betty White Show.

I hope this information will be helpful to the Committee. Please contact me should you have any further questions.

Very truly yours,

HARVEY SHEPHARD.

Chairman PEPPER. We will now hear Mr. Frank Price. Will Mr. Price please come forward? Mr. Price, I would like to give you a long introduction worthy of your distinguished background, but we want to hear from you. I know you are limited in time.

Mr. Price has worked extensively with commercial television, he heads the company which produces "Baretta," "Kojak," and many other programs. We thank you for coming today and we welcome your statement.

#### STATEMENT OF FRANK PRICE, PRESIDENT, UNIVERSAL TELEVISION

Mr. PRICE. I thank you very much for the invitation and I am glad to be here. I think it might be helpful if I give some background on who I am and the company by which I am employed.

My first job in the television entertainment business was at CBS in 1951 when I was 20. I worked as a reader, searching for appropriate stories for such shows as "Studio One," "Suspense," "Danger," and "The Web."

I subsequently worked as a writer, a story editor, an associate producer, a producer, and an executive producer. In each of those jobs I continued to write and rewrite. I am still a member of the Writers Guild of America, West.

The companies that I worked for included Columbia Pictures, The National Broadcasting Company, Ziv Television Programs, and Universal Television, the company that I am now president of.

Among the shows that I personally produced were "The Virginian," "Ironside," and "It Takes a Thief." I stopped personally producing shows when I decided to become an executive of Universal Television.

Universal Television is a division of MCA, Inc. MCA has other entertainment divisions such as Universal Theatrical Motion Pictures and MCA Pictures. I am a vice president and director of MCA. My primary responsibility is, however, Universal Television.

We are, at present and for some years past, the largest supplier of entertainment programs to the networks. Among the shows present and past we would be best known for are: "Alfred Hitchcock Presents," "Wagon Train," "Bachelor Father," "McHale's Navy," "Kojak," "Baretta," "Rockford Files," "Six Million Dollar

Man," "Leave It To Beaver," "Bionic Woman," "The Virginian," "Emergency," "Ironside," "Adam 12," and so forth.

We take our responsibilities in television seriously and as a company we have been always in the forefront trying to innovate in television. We fought to bring the concept of original movies made for television to the medium when most experts in the business believed it would not work. Such movies are a staple of television today and provide some of the best quality entertainment.

Our movies for television have included such award winners and critical successes as "My Sweet Charlie," "That Certain Summer," "The Execution of Private Slovik," "Sunshine," "The Marcus-Nelson Murders," and "Amelia Earhart."

With this same drive we have pioneered the novel for television, beginning with Fletcher Knebel's "Vanished" in 1970. Our production of Irwin Shaw's "Rich Man, Poor Man," established the form as a new and successful form for American commercial television.

Our success as a company depends on our ability to come up with programs that are highly popular with the audience.

We cannot decide to put a program on the air. One of the three networks decides that. And once it's on, they decide whether it will stay on. We are not a network nor do we own stations. We must sell our ideas and the talented writers, stars and producers that we have working with us to one of the three networks.

In selling programs to them, we compete against many other suppliers, plus, of course, the networks who are permitted to produce their own shows in competition with the potential suppliers. The networks also own stations which gives them an automatic access to 40 to 50 percent of the American public, whatever they decide to put on.

Chairman PEPPER. Excuse me. What percentages of the shows aired by the network do they produce themselves?

Mr. PRICE. I think it varies from network to network. I do not know the percentage.

Since the networks can produce their own shows, we compete with them in trying to sign the talented actors, writers, directors, and producers. These people are, of course, the key ingredients in making a successful show. The three networks decide which of these people they regard as desirable.

Next, the networks decide which of the competing shows they will put on the air: Ours, a multitude of other suppliers, or their own. They also decide what competition the new show will have since they decide the new shows' time slot.

Since networks are in a very good position to control the prices they will pay for shows, if your price is higher than they like, they can choose to put on a show of their own instead of yours, we do not make money off the two showings of a program that we license to a network. We depend on subsequent sales to local stations in order to recoup our deficits on the program and hopefully to also make a profit.

As you may gather, this is a difficult business for a production company. Perhaps that is why so few who are successful survive for so long. We have been the exception to the rule.

Regardless of specific business difficulties, I believe television has been marvelous for this country and for the world. I believe in the free flow of ideas and information.

Some dedicated lovers of what used to be can wax poetic about the wonderful simple life on the farm a 100 years ago. I don't. I've read too many accounts of people of the time. I think too often it was a grim, dull, stultifying existence, without contact with the outside world, without intellectual stimulation.

I'm glad Gutenberg invented movable type. I'm also glad television was invented. I think it will be as much or more impact on humanity.

Anyone in this country has coming at him out of the tube fantastic amounts of information. The ghetto child's experience with that set gives him the chance at the same exposures to material as any other child. Viewing patterns may differ but it's all there, available to everyone. Maybe a lot of it is superficial but a lot isn't.

I think some of the social scientists are so occupied with the minutiae of television, they're overlooking its real impact. Television has given most people an eye out to the world.

Civil rights complaints have been around certainly since the beginning of the United States. What the majority of the population couldn't see, could be ignored. Television made the civil rights struggle in this country real and visible. It is since the advent of television that minority groups have been able to make themselves seen and heard.

Television has been accused of brutalizing and desensitizing the youth of the Nation because of the heavy diet of crime shows. I don't think any lab experiment can prove this one way or the other. I do have one empirical fact. The first generation to be raised with total exposure to television's programing was also the first generation to influence bringing a war to a stop.

Vietnam did not appear to that generation as a good chance to vent all the aggression certain social scientists claim television gives them. They were concerned and sympathetic to the Asian people they saw killed on television.

I think it is hard to analyze what the effect is of the content of a specific show on television. I think we can tell from overall results what the general impact of television as a whole has been. Blacks want their rights, women want their rights. Latinos want their rights. Everyone wants his rights. Wars are stopped. Higher morality is demanded from politicians and businessmen.

I would compare it to the printing press. The important thing isn't really the specific content; it's the flow of information—good and bad—to wider numbers of people.

I don't like the idea of Government rules and regulations on this flow of entertainment and information. When pressure groups, in an attempt to achieve their own perhaps well-meaning goals, press for Government controls, I think they are making a grave mistake.

The printing press produced some terrible junk—as well as what we know as great literature. Television certainly has turned out junk and will continue to in spite of the best efforts of all involved. No Government decree has ever produced better literature nor will one produce better television programs.

I would suggest to you that it is very difficult, in a society, to determine what lasting art is being produced at the time. Critics of any particular age often ignore the great art as commercial trash, while they loudly proclaim as great art, pretentious nonsense of their time.

Even the artist does not know. Sir Arthur Sullivan looked down on the commercial music he turned out for William Gilbert's lyrics. The operettas were done for money. His serious efforts were reserved for his oratorios, concertos, and symphonies. Today, few remember those works. But the *Mikado* and *HMS Pinfore*, and the many others are classics.

It is not unusual for creators and writers to be accused of injuring the youth of any age. We can look back on these controversies today and see how empty the charges were. Euripides, the father of drama, was driven from Athens by the authorities on just such a charge. They let him off easy. In those days, the punishment could have been death instead of exile. Euripides' crime was questioning whether the state's belief in all those pagan gods was a proper thing. Shakespeare, of course, had the royal censor to deal with. Plays performed in London had to have the royal censor's seal. Playwrights at that time were often in trouble with the royal censor and plays were closed down. Read plays of that time and you wonder what there was to get all stirred up about.

In the 1880's and 1890's in this country, the equivalent of the PTA of the time tried to keep children from reading the dime novels. Ned Buntline and other writers wrote exciting tales about mostly fictitious western outlaws. The concern of the time was that all the kids could grow up to be western outlaws. They didn't.

The movies were corrupting society in the twenties. Pressure groups organized to take on Hollywood. Look at some of those innocuous pictures today and you wonder what the fuss was all about.

The comic books got it in the thirties and forties. Frederic Wertham, the psychiatrist, was a leading force in proclaiming their injurious effect on children. Finally, many were effectively banned or substantially changed.

As one who was an avid reader of them in the thirties and forties, I was pleased to read recently a laudatory introduction to an anthology of such comic book heroes. It was written by Jules Pfeiffer, who quoted Dr. Wertham who said they were trash and would be remembered fondly by no one.

Separating the wheat from the chaff in entertainment is a difficult business. Ultimately, it is only the audience that does it well.

Television programs today have acquired more critics than any previous entertainment form. There's an old saying in our business: "Everyone has two businesses—his own and show business."

First, take the print media. Television is definitely unpopular with most magazines and newspapers. Perhaps this is well deserved. However, there are a couple of self-interest factors present here that may, unconsciously or otherwise, influence their jaundiced view. Television popularity has killed off a raft of magazines and newspapers. There used to be magazines called *Colliers*, *Saturday Evening Post*, *American*, *Life*, *Look*, *Liberty*, and so forth.

The first magazines to go were those that dealt with fiction. Television's commercial fiction stories were the replacement for both the slick magazines and the pulps. Television also stole the audience that used to go to the movies and listen to radio.

The impact of the shift of advertising dollars to television was the real blow to magazines and newspapers. Big city papers folded in droves and only specialty magazines survived.

It is certainly possible that television's image as the grim reaper of the press influenced the attitude the print medium has toward television.

Another category of critic that I have ambivalent attitudes toward are certain social scientists. There has been for some years considerable Federal funding for studies of television and its effects on people. This has created a Government-backed establishment dedicated to determining what is right and what is wrong fictional entertainment programming for the public. That worries me. I fear where it could lead.

I know where Aldous Huxley in his novel "Brave New World" saw it lead: To a society where the government controlled the people's entertainment to keep them passified and vegetable-like. One of the things the social scientists in Huxley's future world eliminated was the depiction of any form of violence, including the Bible and Shakespeare. All violence was regarded as unsettling to the people.

I think if federally funded studies on literature were undertaken on this scale there would be a great outcry throughout the country. Imagine a publisher sitting here being questioned about what books he published and what the writers put in their books.

One social scientist in particular seems to be achieving the greatest authority position. George Gerbner. His results astound me. His research methods have led him to rather incredible categories of shows. He listed "The Carol Burnett Show" as having more violence than a novel for television called "Once An Eagle" that depicted both World Wars. We produced "Once An Eagle" so I know it well. I also watch "The Carol Burnett Show" frequently. Any research that led to this conclusion has to be seriously flawed. The computer people have a term for it. Garbage in, garbage out.

Plays, books, movies, and television shows are highly complex to analyze. No one really knows what makes some hits and some flops. A fine work that I may like, someone else may hate. Something that offends me, you may love. No actor or actress appeals to everyone. Nor does any kind of story.

Gerbner, as I understand it, has his people sit before television sets for a week. They use his subjective rules to make notes and categorize what they're seeing. Naturally their subjective judgments in applying his subjective rules can hardly lead to an objective conclusion.

His methods define as equal counts of violence the snapping of a pencil or a bullet through the head. That boggles my mind.

I would suggest examining carefully his statistics on minority representation on television, including statistics on portrayal of the aged. A wise and elderly gentleman writing as Mark Twain, made a couple of apt statements. "Do you want the statistics or do you



want the facts?" And, "There are three kinds of lies: lies, damn lies, and statistics."

Nick Johnson, who I believe follows me, takes Gerbner as gospel. So you can expect to hear nicer things about him shortly.

With regard to the portrayal of the elderly on our shows, I believe we have done a good and responsible job. If not, I'd like to know where we've failed and how we can correct it. I'm not sure how the statistical counters might add up things. Would they consider Robert Young on "Marcus Welby" elderly? What was the age of Raymond Burr on "Ironside"? Griff was a retired detective played by Lorne Green. Art Carney has been a small town police chief on "Lanigan's Rabbi." Is he elderly? Would the researchers count him as such? Helen Hayes was one of the "Snoop Sisters." How old was she? These were all varied portraits by different stars in positive, active roles. These are just some of the shows we've done lately.

Balanced with the desire to have freedom in which to create, is the desire to have everyone love and watch our shows. That means complaints come through loud and clear and are listened to.

Chairman PEPPER. Mr. Price, we are particularly pleased that you honored us with your appearance today. You were willing to accept our invitation on very short notice and to weather jet lag to get here. It would obviously be unfair to expect you to have counted and classified the elderly characters who have appeared in the many programs you have produced, so let me ask you a different sort of question, if I may.

Have you ever had a show canceled by the networks because it appealed to too many elderly people and too few younger people?

Mr. PRICE. I believe that has happened. A case in point would probably be "The Virginian" of some years ago, which, as I recall, had a 34 share. Normally success is about a 30 share and the 34 share is a fairly strong show. That was canceled with substantial ratings.

The pretty standard reading was that the appeal was old and rural, which is not as desirable to the advertisers and the networks who are having trouble selling the show. This is what I was told.

Chairman PEPPER. It would be an interesting study to have a knowledgeable person like you tell about how they determine how to design their advertising program so as to reach, I suppose, a maximum audience and get a maximum response in sales.

Mr. PRICE. Advertising is an area that is not my field.

Chairman PEPPER. Have the networks ever placed pressure on you to hire a younger rather than an older actor or to write-in a younger character when you thought that the presence of an older character was useful?

Mr. PRICE. I know that we have had controversy a few times over the years on the age of certain actors. I would say at the time of casting Robert Young as "Marcus Welby," we had serious disagreements with the then executives of ABC that wanted a younger actor. It is a subject that does come up.

Chairman PEPPER. I assume, in your many years as a writer and producer, that you have worked with older actors. Are there any special reasons that would discourage the casting of older actors in

lead or supporting roles that would be appropriate for them? I believe you said you had John Wayne and others?

Mr. PRICE. I did not have John Wayne. I tried to get him but we could not. I would say I cannot think of a reason unless there would be some type of heavy physical action that just might not be handleable in some way.

Chairman PEPPER. The Gray Panthers are concerned about younger actors playing the parts of older actors; at least, in your experience, is this a common practice?

Mr. PRICE. No. Generally the only time that will occur is if you had a character that you wish to take in a story from the age of 17, perhaps, to 75 or 80 in which case, you will probably be casting someone in his or her early thirties because it is easier to make the low end of the range. That is the hardest thing to do with makeup and the easier thing to do with makeup, to age the actor.

Chairman PEPPER. Is it economically to your advantage, generally, to cast younger persons in parts which an older actor might play?

Mr. PRICE. No. Casting a younger actor to play an older character means really additional makeup costs, not only involving the makeup people and their time but it takes away from our production time which costs money.

Chairman PEPPER. Mr. Price, we realize, and are very much aware of that fine line between stifling productivity and creativeness and at the same time, observing some decent respect for what we generally regard as the public interest.

You heard me say that when I was a boy, so often the black people were depicted as shiftless, uncouth, ill-dressed, unintelligent people and the like.

All we are trying to do here, as you heard me say earlier, is simply call attention to a feeling on the part of a great many people, and considerable evidence, that inadvertently or otherwise, that there have been stereotypes which have been unfavorable to the elderly and to see if note might not be taken of that suggestion by those who do air programs.

Mr. PRICE. I appreciate very much the work of your committee. I think it is beneficial to all of us in the business to have a reminder of various causes and concerns that we should be well aware of.

Chairman PEPPER. Mr. Price, your time was 1 p.m. and it is already 1:09 p.m. Do you have any more time for questions? If not, our committee will understand. I think Mr. Cohen would like to ask a couple of questions.

Mr. COHEN. I just had a couple of very quick observations. Your observation about statistics. The one that I recall is that statistics are like a bikini: what they reveal is exciting but what they conceal is vital. I think that might be appropriate here. Mark Twain was also quite cynical, not only about statistics, but also about facts. He said, "First get your facts, then you can distort them in any way that you want." So you might apply the same cynicism to that.

Mr. Price, you issued a very strong opinion in favor of television but you are concerned with the flow of information. I suggest that it is not simply information you do pass along, but some moral judgments as well. You, as a producer, initially pass some moral

judgments in terms of good taste, decency, and the dignity of the program itself.

Ultimately then, the networks pass another judgment and finally the public has a chance to pass its moral judgment, so it is not simply the flow of information.

There is another point I wanted to make in terms of what television has done. I would agree with you TV did more to end the Vietnam war because it brought the immediacy of the horrors of the war to the public than anything else.

Newsweek just recently dedicated an entire issue, or most of an issue to a cover story on what television has done to learning ability. Television has done great things for the public at large. Also it has done some harm apparently. There is a great depreciation in terms of learning skills today and reading the classics which are so well versed because of television.

Mr. PRICE. I am sure that after the invention of the printing press there was a similar falloff in the ability to tell stories verbally. Those changes have happened in society.

Mr. COHEN. I guess time and the sense will be the judgment of that one. I assume you also respond to questions and criticisms about violence on television. "Kojak" and "Starsky and Hutch" have been criticized because too much violence has been demonstrated. I assume the networks would respond to that in terms of end market reaction?

Mr. PRICE. I think there has been a very strong response to the criticism on violence, too strong, as far as I am concerned. I was criticizing 3 years ago the fact that there were too many cop shows on the air. I did not want censors and self-appointed censor groups forcing them off.

Mr. COHEN. Thank you very much for your testimony.

Mr. PRICE. I appreciate it.

Ms. JAMIESON. Mr. Price, I realize you have to leave to catch a plane back to Los Angeles, but I ask if you would be willing to accept written questions from the Members of Congress who have been unable to ask them because they have gone to a vote?

Mr. PRICE. Yes.

[Mr. Price subsequently agreed to respond to questions by members of the committee at a hearing to be held in Los Angeles, December 12, 1977.]

Ms. JAMIESON. Thank you very much for joining us.

Mr. WEINER. The hearing is in recess.

[Whereupon, the hearing recessed from 1:12 p.m. to 1:31 p.m.]

## AFTERNOON SESSION

Chairman PEPPER. The committee will come to order please. We are sorry to have to have these interruptions to run to the floor to vote. We are supposed to be out of this room by 2:30 p.m. We know many witnesses have gone through a great deal of trouble and effort to be here. We want to give them an opportunity to be heard.

I am going to ask ABC and NBC representatives if they will be kind enough to summarize their statements and let us put their full texts into the record. That will give our members a chance to ask questions.

The next witness is Mr. Anthony D. Thomopoulos, vice president of ABC Television. We are delighted to have you here. I publicly want to thank Ms. Chris Curle for having me on the program and thank you for the kindnesses in wishing me a happy birthday. Go right ahead, Mr. Thomopoulos.

**STATEMENT OF ANTHONY D. THOMOPOULOS, VICE PRESIDENT  
OF ABC TELEVISION**

Mr. THOMOPOULOS. My name is Anthony D. Thomopoulos. I'm vice president of ABC Television. I appreciate very much the opportunity to appear before you today to discuss the subject of "Age Stereotyping and the Media."

All of us, I am sure, are aware that the phenomenon of television has assumed a central position in American life, and its impact on people of all ages is unparalleled. At the last count, 98 percent of all U.S. homes had at least one television set. There are 72.9 million homes equipped with television; our programs are available to more than 200 million people. These 200 million people are by no means homogeneous. They are old and young, rich and poor, urban and rural, male and female, of all races, with a variety of needs and interests of unimaginable scope.

ABC's network programing philosophy proceeds from the fact that we are a mass medium. We present material primarily for a national audience, while providing programing for specialized audiences as well. We realize it is not possible to satisfy all of the people all of the time. We can, however, satisfy most of the people most of the time through a commitment to diversity within our program service.

I want to assure this committee that ABC is sensitive and responsive to the problems, needs, and interests of our elderly viewers. In this connection, ABC maintains a department of broadcast standards and practices, which has the responsibility of reviewing and prescreening, prior to telecast, all network commercial and programing material other than news, news documentaries, public affairs, and sports events, for compliance with ABC's internal policies and those of the National Association of Broadcasters Television Code.

One of the regular procedures this department follows is to conduct periodic inservice training workshops for ABC editors under the supervision of our independent consultant, Dr. Melvin Heller.

Each 3-day intensive session, conducted on the west coast, has concentrated on different areas, such as children's programs and

the portrayal of adult program themes, and has included discussions of the portrayal of the elderly.

By utilizing scripts and recently televised programs, an ongoing dialog is pursued. In this manner an effective means is created for the continued development and refinement of guidelines to sharpen our practices and to help us avoid errors in subjective judgment.

It is also a practice of the department of broadcast standards and practices to establish dialog with, and glean information from, various groups and organizations so that judgments can be made in terms of the actual experience, feeling, and beliefs of the audiences we serve.

On March 31, 1977, for example, several members of the department's Western division in Los Angeles met with representatives of The National Council on the Aging who stressed the need to avoid stereotypical portrayals of the aged and detailed their point of view on the special problems that elderly persons face. This was a session which discussed the kind of concerns this hearing is addressing.

It is noteworthy that two ABC programs, "Barney Miller" and "Fish," were cited by the National Council on the Aging as examples of the kind of positive portrayals it is seeking. "Barney Miller" is a comedy series which takes place in a New York City police station where one of the detectives, a 38-year-old veteran of the police department, is reluctantly facing mandatory retirement.

Upon retirement he will devote most of his time to raising the five street kids in his foster home in the ABC spinoff series "Fish." In the next few weeks, these two popular comedy series, telecast in the heart of our prime time schedule, will explore the trauma of mandatory retirement with insight, reality, understanding, and humor.

As recently as August 10, ABC participated in the "Getting On" project, a conference about older people funded by a grant from the Administration on Aging of HEW in association with the New York City Department for the Aging. The conference focused on how television reflects older people.

Due in part to our direct contacts with organizations primarily interested in the elderly, and after examining viewer mail and reviewing the social science literature and our own research sources, we have become increasingly aware of various attitudes and perceptions held by the elderly.

We are aware that some of our senior citizens feel there is too little programing specifically designed for them and that other programs frequently include unfair stereotypical portrayals. We believe that with the continuing good faith efforts of broadcasters to improve television programing, fewer of our TV audience will share this view.

Our continuing research indicates that news and public affairs programs are the favorite television fare of senior citizens, and this happens to be a programing area which is receiving more and more emphasis at ABC.

It was with this in mind that Roone Arledge, president of ABC Sports, was also named president of ABC News. The nightly "ABC Evening News" program and the "Close-Up" documentary series will, I am sure, reflect this emphasis.

Recent examples include: "Love Among the Ruins," which featured Katharine Hepburn and Sir Lawrence Olivier; "Eleanor and Franklin" and the "White House Years"; "Collision Course," which portrayed the conflict between President Truman and General MacArthur; "The Glass Menagerie," with Katharine Hepburn; the feature film "The Ten Commandments"; and an ABC after-school special entitled, "The Secret Life of T. K. Dearing," a program which explored a youngster's discovery that her grandfather was not too old to be her friend.

In the new television season, "Love Boat," a weekly series, will portray a variety of romantic stories including many involving the elderly. One sensitive episode will portray a charming older couple, who had sailed on the *Titanic* and survived, renewing the marriage vows they had taken 65 years earlier on their first voyage.

In the children's area, we are previewing a new American rock session on Saturday, September 10, entitled, "Mother Necessity" featuring an agreement which was conceptualized as a motivating force behind many of her own inventions. One of our weekend specials is "Grandpa Doc," the story of an elderly grandfather and his relationship with his grandchildren. Our second multipart novel for children is "Trouble River," an adventure story about the trials and tribulations of a young boy as he tries to protect his grandfather as they try to escape from the waters on a raft ride down "Trouble River."

The "Good Morning America" program, which is telecast from 7 a.m. to 9 a.m., Monday through Friday, has had and will continue to have many features which are of particular interest to the aging. For example, last month Lillian Carter, the President's mother, discussed her years in the Peace Corps, and last spring Helen Gurley Brown, the editor of *Cosmopolitan* magazine, gave advice to the mature woman entering the job market; Tony Land, a member of the California State Commission on Aging, talked about problems of retirement; Chairman Pepper participated in a face-off debate, "Should retirement at 65 be mandatory?", and another face-off segment asked, "Are private adult care homes exploiting their residents?"

In addition to these programs and public service announcements on the ABC Television Network, our five owned-and-operated television stations have made extensive efforts to serve the needs and interests of senior citizens in their communities. WLS-TV, Chicago, devoted a whole week of local programming last April to the needs of Chicago's senior citizens. There are many, many other examples of our owned-and-operated stations. Each of the ABC owned-and-operated stations makes a practice of presenting a wide variety of public service announcements disseminating information to and about the elderly and in news and other programs, our stations regularly feature segments of special interest to senior citizens. This, of course, will continue.

Although, from time to time, you may disagree with some of our program judgments—like everyone else, we make our share of mistakes—please remember that ours is a medium where we have many goals and responsibilities—to inform, to entertain, to be responsive, to be innovative, to be the window on the world for all our citizens, young and old.

We are aware, as I believe our record shows, of the complex problems of the elderly that are an inevitable by-product of our increasing life expectancy. And you may be sure that our older citizens will continue to receive our attention, our thought and our respect.

Thank you for affording me the opportunity to present ABC's views.

Chairman PEPPER. Thank you, Mr. Thomopoulos. We appreciate very much the many kindnesses you have shown to me and our committee. If persons over 65 had the purchasing powers of persons between 18 and 39, would your programing be different from what it is.

Mr. THOMOPOULOS. As I stated in my testimony, Mr. Chairman, we try to program for a national audience. We program as a mass medium. We offer programs that we feel have an appeal to all age groups.

Chairman PEPPER. Has your network ever cancelled a show because it affected a sizable audience of older persons but a smaller number of younger persons?

Mr. THOMOPOULOS. There has been, I believe, one instance where that was one aspect of the cancellation but not the total aspect. I think the specific I heard this morning was with regard to "Lawrence Welk." Addressing myself to that specific show, that show was on for 15 years, on ABC, possibly even a bit longer.

At the end of that time, it did have a very large demographic appeal to older people but at the same time, the ratings were dropping, not only amongst the younger people but as well amongst the older people. The cancellation of the show was not a precipitous one. It was on for 15 years.

Chairman PEPPER. I think if you would leave all of the shows that affect the elderly on for 15 years, they would probably not have any complaint to make. Would you be willing to respond to written questions from members of our committee?

Mr. THOMOPOULOS. Absolutely.

Chairman PEPPER. Because of our having to run to and fro from the floor, there is a limitation on time for all of us. All of the members may not have the chance to ask the questions they would like to ask so we will send them to you and you can give us the appropriate address.

Mr. THOMOPOULOS. Yes, sir.

Chairman PEPPER. What action would you recommend to elderly persons who are dissatisfied with the way the elderly are portrayed on the specific programs?

Mr. THOMOPOULOS. I believe, as the ladies said very aptly, they should approach the networks directly. We are responsive to groups that have problems with the networks.

Chairman PEPPER. Would they just write ABC, New York?

Mr. THOMOPOULOS. I think they would write to our department of program standards, broadcast programs and standards. They will receive a hearing. If they have a problem, they will get a response.

Chairman PEPPER. Do you have some sort of an organization or personnel within your organization at the top level devoted to scrutinizing your output, what goes over the air, over your net-

work, to see, if in any respect, it does not conform to the standards you would like to preserve?

Mr. THOMOPOULOS. Yes, sir. As I testified, it is the practice of the department of broadcast standards and practices to look over all of our programs and to judge them from our standard policies.

Chairman PEPPER. In other words, if someone were to write in, a substantial number of people or what appears to be conscientious and credible complaints were sent, it would receive the attention of somebody in authority at the ABC office?

Mr. THOMOPOULOS. Absolutely.

Chairman PEPPER. What would you consider offensive portrayal of the elderly in a situational comedy or on a dramatic program? What would you consider offensive?

Mr. THOMOPOULOS. I would consider anything offensive to any age group that was not sensitive to the needs of that age group. I think that any type of stereotyping can be offensive. There is a distinction with regard to comedy. There is a very fine line that must be drawn there. Comedy does come from the use of the exaggerated character. It is very difficult to draw a line between stereotyping that is offensive and stereotyping that is utilized for comedy.

Chairman PEPPER. The other day, somebody called my attention to a movie, which I did not see but this individual saw. It had something to do with the manager of a little league baseball team. They chose an old man to be the manager because the kids could fool him and he looked like a fool. He seemed to be totally incompetent and irresponsible. They felt they could deceive this doddering, blundering, witless old man. As I say, that was a movie; it was not over TV but you have to be very careful that kind of situation is not used to discourage a whole group.

On the other hand, I knew Mr. Bernard Baruch in New York, he was a close friend, and was active up into his nineties. But who would have made fun of Mr. Bernie Baruch when he was 80 or 85 when he was doing so much. We all know many, many, more people that are up in that age category.

One last thing, Mr. Thomopoulos, the television is so powerful, 64 percent of the information that people get coming from it and is so influential in the formation of opinions. The elderly people do want to address themselves to the sensitivity of the network, to ask that the network be alert to anything, not only anything that would disparage them but on the other hand, to information which would help them. They have lived a lifetime; they have grown into the upper-age categories. So many of them are treated unfairly in the crises of life. So many of them are mandatorily retired; their pay is cut in half from what it was previously. A lot of them are regarded as incompetent, incapable of doing anything in spite of the fact that they can prove to any fair judge that that is not true.

If we might ask you to consider the possibility of strengthening the image a little bit when it is proper to do so, we would appreciate your giving consideration to such an effort.

Mr. THOMOPOULOS. We will certainly do that. At the same time, we appreciate the opportunity for being here. This creates a greater awareness for us as well. Thank you.

Chairman PEPPER. Mr. Cohen.



Mr. COHEN. I'm sorry that I missed your presentation but I have had a chance to skim it quickly. Just by way of information, what is ABC's policy about mandatory retirement?

Mr. THOMOPOULOS. I would like to read our policy to you. I just thought you might ask that question. ABC does have a general policy calling for the retirement of employees, including officers, at 65 and directors at the age of 72. We do not believe, however, that an inflexible policy of mandatory retirement is wise because it could, in exceptional cases, deprive the company of services of someone who is in a position to make a unique contribution to the company.

Mr. COHEN. I mentioned earlier to Mr. Price complaints about "Starsky and Hutch"—perhaps "Baretta" falls in the same category—that there is too much violence on that program. What is your reaction to that?

Mr. THOMOPOULOS. The reaction has been, it did not just come about because of the complaints, our awareness of the problems with regard toward emphasis on action in those types of programs, came a few years ago. We started on a gradual basis to reduce the amount of action and incidents of violence within these shows.

In addition, we reduced the number of those shows on our schedule. Looking at our fall schedule this year, the only two shows in that category that remained are "Baretta" and "Starsky and Hutch."

Mr. COHEN. You say this was started or the company initiated this without any complaint from the public. What were the factors that went in to that decision? I'm not sure I understand that.

Mr. THOMOPOULOS. We became aware of the public's awareness but not to the scale of various studies and outcries by pressure groups. We became aware and started to take steps in that direction.

Mr. COHEN. Thank you. It comes back to the point that the best way that the public can alter what they perceive to be an erroneous, unjust, or unfair characterization or presentation of their particular group, would be through market pressure and with complaints to the station or to the networks.

I would like to address a comment to page 8 that "Baretta" is going to show a group to show a group of senior citizens how to protect themselves against crime. I would ask you, has he consulted with the LEAA. I say that in all seriousness, in terms of the production of this program.

A subcommittee of this Aging Committee held hearings in New York. I noticed at the bottom of page 8 in your statement, you point out the "Good Morning America" program carrying Lillian Carter. You also carried, several months ago, Mr. Biaggi of our committee, talking about the problems of the elderly being victimized by crime and what is being done about it.

As a matter of fact, the LEAA right now is undertaking some pilot programs to try to teach senior citizen groups how to protect themselves against crime. This is an important part of the LEAA program. Most States have to, as an integral part of their plan, submit to LEAA a proposal program for protection of the elderly citizen.

The producers of the show might obtain interesting information from the Federal Government in this regard as perhaps might Mr. Baretta himself.

On page 2 of your statement, you also refer to ABC's department of broadcast standards and practices which reviews and prescreens programs prior to the telecast. In compliance with your own internal policies of the National Association of Broadcasters Television Code, have the programs been screened or altered because of negative stereotyping of the elderly pursuant to this program, pursuant to these standards?

Mr. THOMOPOULOS. Yes. There has been. In all of our programs, there is special sensitivity given to age, race, creed. If our department of programs and standards finds that there are abuses of that, they make the necessary corrections.

Mr. COHEN. Have they done this with respect to the elderly specifically?

Mr. THOMOPOULOS. I'm going to answer that question by saying that I assume they have. If you ask for a specific example where they have, I do not have that information with me but I would just naturally assume that they have.

Mr. COHEN. On page 5 of your statement, you note that ABC supported adding "age" to the National Association of Broadcasters Television Code some 2 years ago. I would simply ask, since that time, do you feel progress has been made by ABC in exercising special sensitivity in screening the material relating to age?

Mr. THOMOPOULOS. I believe my entire testimony relates to that. We are much more sensitive to the problem.

Mr. COHEN. That is all I have.

Chairman PEPPER. Thank you, Mr. Cohen. Miss Oakar?

Miss OAKAR. I am sorry I missed your oral testimony. I really did try to read it very quickly. I would ask you the question I really wanted to ask Mr. Price. Unfortunately, he had to leave before we had a chance to question him.

Who takes the initiative, the network or his organization, in planning a series? Do you ask him to prepare something? For example, I assume you have dealt with his outfit?

Mr. THOMOPOULOS. Yes. We have. The initiation really comes from the production companies. They come in, whether it is an individual writer or producer, an executive of a production company, they come in to discuss various ideas that they would like to see the various networks develop. It starts at their initiation.

There are instances where we have ideas and we go to them and say, would you be interested in producing this program? For the most part, the initiation of the idea comes from the outside supplier.

Miss OAKAR. I was concerned, in his testimony, about the untouchable quality of art and so on. I do not believe in censorship either but I will tell you that I do feel people ought to be able to say if they are not, well, fond of something and have some input.

I have been trying to get at this point in earlier questioning. What specific input—do you have any kind of community advisers that, in the history of ABC, have ever given you ideas for a TV show, in other words, where people took the initiative and came to you and then you responded by giving it the old college try?

Mr. THOMOPOULOS. We find that most of our ideas come from established production companies and writers. We do receive many ideas from the outside. We read them, we respond to them, and if they are of interest to us, we do, in turn, talk to production companies about them. Primarily because of the complexity of development of any idea into the fruition of a series or a movie, we refer most of the people to the established production companies.

Miss OAKAR. I think that is a shame. I have to say that to you. That the establishment governs the art. Also, with all due respect to the talent that obviously the individuals in production companies have, the real roots of art rests with the people. I think you really ought to reconsider that kind of tradition.

What is so exciting about television is that it is young, you have all the opportunities to do so many creative things and experiment with people's ideas.

Mr. THOMOPOULOS. There are many ways for people to get their ideas on to television. That is not necessarily through the entertainment portion. It is through the public affairs portion.

Miss OAKAR. That is fine. People appear for 30 seconds and all of that. I am talking about something that might be entertainment where you really portray, let us say, a story line, but in this case, using the unsteretyped elderly, for example, Claude Pepper or somebody like that.

I would just like to suggest to you that somehow, somewhere along the line, the networks ought to consider using the people to help with initiation of ideas, at least in some instances.

Mr. THOMOPOULOS. Not in a direct way but in an indirect way they are, because they respond to the programs that we have on the air.

Miss OAKAR. They respond to it but they have no way of saying—by responding to a program, if I am asked in a telephone poll what I think of that program, I say yes or no. I do not necessarily say, but this is what I would really like to see. That is the problem. We, as consumers and viewers, are merely responding to what is offered on the plate. I am suggesting that it is limited.

I have great respect for television's magnitude. I happen to believe that it is also one of the great art forms and that you have so many wonderful opportunities to have that other aspect in the creative aspect of TV. Thank you.

[Mr. Thomopoulos' answers to the members written questions follow:]

#### ABC RESPONSES TO WRITTEN QUESTIONS FROM HOUSE SELECT COMMITTEE ON AGING

*Question 1.* Has your network ever refused to run a commercial because it portrayed the elderly in a stereotypic fashion? If yes, describe the commercial and the criteria applied to determine whether it was objectionable. If not, is it fair to assume that the network considers the ads now on the air, unobjectionable?

*Response.* To date, ABC has not been in the position of having to completely reject a commercial specifically on the basis of an offensive or stereotypical portrayal of the elderly. However, in at least one instance a commercial was modified prior to broadcast to alleviate such concerns. Thus, a commercial for motorcycles proposed to include, as part of its presentation, an elderly, unattractive woman who would be regarded by another character in the commercial with disdain. As a result of our discussions with the advertising agency, the approach was modified so as to obviate our concerns.

All commercials currently airing over ABC Network facilities have been reviewed prior to telecast by ABC's Department of Broadcast Standards to insure, among other matters, that they do not contain offensive stereotyping.

**Question 2.** Has your network ever asked that an elderly character be rewritten because that character was evincing stereotypic characteristics considered offensive?

**Response.** As a result of an increasing awareness of the special concerns involved in portrayals of the elderly, in a recent special program we required that a segment featuring elderly actors be treated in a manner that emphasized "having fun with senior citizens", rather than "making fun of them".

In addition, in a recent episode of a daytime "Soap Opera", we required the deletion of the following references to elderly figures: "Old Goat", "Old Codgers".

**Question 3.** How many regular prime time programs has your network scheduled for this fall?

**Response.** For the 1977 Fall Season, ABC had 24 regularly scheduled programs on prime time TV; 44 half-hours.

**Question 4.** How many regular programs on prime time on your network this season, have an elderly character in a lead role? How many have an elderly person in a support role? Could you list them, please.

**Response.** Number of elderly characters in lead roles in current ABC programs: (2) Redd Foxx in the Redd Foxx Show, Mr. and Mrs. Fish in Fish.

Shows on ABC with elderly persons in supporting roles: (6) Baretta, Kotter, Soap, Barney Miller, Redd Foxx Show, Love Boat—Occasionally in some of the segments there are characters in elderly roles.

**Question 5.** What would you consider offensive portrayal of the elderly on a situational comedy? On a dramatic program?

**Response.** Portrayals of the elderly as old-fashioned, close-minded, feeble, lacking energy or vitality, not interested in social activities, incapable of managing by themselves or generally senile are ones that, in certain circumstances, may be considered offensive or stereotypical. Such portrayals, therefore, should generally be avoided. However, we believe it is very difficult, if not impossible and inappropriate, to characterize any particular type of portrayal as involving stereotyping in all instances and to thereby automatically exclude such portrayals from all programming in all circumstances, particularly when a portrayal is intended to be humorous.

**Question 6.** What avenues of action would you recommend to elderly persons who are dissatisfied with the way the elderly are portrayed on a specific program?

**Response.** In our view, the most beneficial and productive "avenue of action" would be for such persons to initiate and maintain a dialogue with the producers and broadcasters of the specific program in question, emphasizing their particular areas of concern. This type of informal dialogue can be instructive for all parties involved.

**Question 7.** The U.S. Civil Rights Commission Report recommended that "The Federal Communications Commission should conduct an inquiry and propose rule-making on the portrayal of minorities in commercial and public television drama". Since this is the first time representatives of the networks have testified before a congressional committee since that recommendation was issued, let me ask you to react to it, on the assumption that the portrayal of the elderly could be added to the recommendation.

**Response.** ABC would be strongly opposed to an FCC inquiry or any proposed rulemaking proceeding where the objective would be to set standards regarding the portrayal of minorities in commercial and public television drama. We believe that there are extremely sensitive First Amendment considerations at work in this process and that the government should not attempt to police the way in which particular program material is prepared and presented. Therefore, we disagree with the recommendation of the United States Civil Rights Commission report. Our view on this matter would not differ if the portrayal of the elderly were added to the Civil Rights Commission's recommendation.

**Question 8.** What impact, if any, did the addition of age to the Television Code of the National Association of Broadcaster have on your network's programming?

**Response.** The addition of "age" to the Television Code serves as a guideline, particularly in our discussions with producers concerning proposed programming, to help insure that offensive portrayals of the elderly are excluded from programs ultimately produced for airing.

**Question 9.** With what specific groups have representatives of the network met concerning age stereotyping? What was the specific outcome of those meetings?

**Response.** See pages 3-5 of The Statement of Anthony D. Thomopoulos before the Select Committee on the Aging (September 8, 1977).

The outcome of those meetings was to increase our awareness of the problems faced by the elderly.

In addition, ABC will attend a conference on "Image of Old Age in the American Media" on December 8, 1977, at the Columbia School of Journalism. This conference is sponsored by the Columbia Divinity School of Journalism, The American Jewish Committee, The United States Catholic Conference, and The National Council of Churches of Christ.

Chairman PEPPER. Thank you. Mr. Thomopoulos, we thank you very much for coming today. Our next witness is Mr. Herminio Traviesas, vice president of broadcast standards, NBC. We are very pleased to have you. Sorry to have kept you so long. We want to thank you for the many kindnesses that you have done for our committee and me. We appreciate your being here today. Go right ahead with your statement.

**STATEMENT OF HERMINIO TRAVIESAS, VICE PRESIDENT,  
BROADCAST STANDARDS, NBC**

Mr. TRAVIESAS. I will take your suggestion and try to make it short by editing most of my remarks. We have this script.

Chairman PEPPER. Without objection, your script will be received in the record.

[The prepared statement of Mr. Traviesas appears in Appendix 2, p. 124.]

Mr. TRAVIESAS. As you know from my prepared statement, I am the vice president of broadcast standards for the National Broadcasting Co. I have been in the advertising and broadcasting business for a little over 40 years, which will give you a little idea of what my approaching age might be, which I am very sensitive to.

We obviously welcome this opportunity to express our own concerns and also to give you a feel of what we have been doing, responsively, we think, in terms of the concerns of this committee.

You must remember, first of all, that we not only have the code, which was referred to earlier, which is industry code, but NBC has a code of its own. The specifics of that code, having to do with the vocation is in my statement.

My staff reviews the program of the entertainment field, not the news, before it comes on the air. In other words, we review it from the moment the program department feels that they would like to pursue a program further. It is scrapped or at that point in time, we direct ourselves to the problems we see in that script and we carry that process all the way through to the final production, which we call the rough-cut viewing.

It is obvious that along the way, when we are reviewing some 2,000-odd scripts a year, and some 47,000 different commercial submissions a year, that our record is not completely perfect. It is not because we did not try.

One of the things that I have learned, in my 8 years being head of this department, is that it is important for us to have a continual dialog with groups and learn from them of their concerns and at the same time, they learn from us, problems of our own industry.

We, therefore, have had meetings with groups. The one group that we were very close to, and have been working very closely with, is the National Council for the Aged, of which Mr. Louis Houseman is in charge. As a matter of fact, one of our corporate

vice presidents has been working with that group and recommended to them, a recommendation which I strongly urge this group to consider, to get closer to the creative fraternity in Hollywood and also in the advertising field. The creating ideas stem there even though we do have the final resolution of them.

As a result, the National Council has issued a booklet which we helped prepare at NBC through the corporate vice president and also, at our suggestion, they opened an office so they would be right there in the Hollywood area to meet with groups.

They also met with my broadcasting staff, like they did with other networks, standards staff and we have had a good dialog. The important thing, I could list all of the programs we think have done well. You have them, so I will not repeat them. Also remember that the owned and operated stations of the National Broadcasting Co. have their own criteria and have done some very good programing in the direction of making the viewing public of that particular market more conscious of the problems coming up in terms of aged.

We have also scheduled the public service announcements that have been made available to us. Perhaps that is an area that we can expand further in encouraging more people to make public service announcements, in terms of the message we want to give.

As we have said, it is our purpose in the program department—its purpose, the National Broadcasting Co.—is to meet as many people a day as possible and to entertain a large group of people.

I think it is very encouraging and I can brag about it that our "Laugh-In," which is really a show that I always thought was addressed to the younger people had two other stars this week, Bette Davis and Barry Goldwater. I think that type of show and that type of introduction, the older representatives of the acting fraternity mixed in with the young, is a very beneficial thing.

The same thing has happened with us with a very special show, the "Saturday Night Show," when Maggie Kuhn was one of our stars and had a lot of fun with Candice Bergen. I know you are going to address a question to me about "The Tonight Show" so I might as well answer it right now.

It is a difficult call. I consider the "Saturday Night Show" and "Johnny Carson," as a very special type of entertainment. It basically addresses itself to a more sophisticated and older audience, even though there are a lot of young people in that audience. I'm talking about the teenage groups.

His whole format, and popularity, in my judgment, has been being irreverent, kidding everybody. He loves to kid a censor. He calls me Priscilla Goodbody. I hope he says it kindly and I personally have a very fine relationship with him.

In the "Aunt Blabby" characterization, if he were to do only that type of representation, over and over again in his total show, then I think we have a problem. On the other hand, he has represented on the show, and if you will look at the appendix [See appendix 2, p. 124] many, many actors and people in the public eye who are older and they have discussed serious subjects.

I am not saying that we are right and you are wrong. I am just saying that it is a problem and you, Mr. Chairman, preempted a remark that I was going make, that if lovely, lovely Maggie Kuhn

cannot convince him, the job is difficult. However, I assure you, as a result of this meeting today, and as a result of hearing the comments so sensitive about this characterization, I personally will be in touch with the producer of that show and reflect the concerns that you have of perpetuating this. On the other hand, I must warn you that my concern has always been in being the chief censor that we do not inhibit creativity and there is that fine line of where you go overboard and where you are doing something that is part of the whole comedy structure of a personality, including Dean Martin and others. That is a problem with which I wrestle every day.

Chairman PEPPER. We appreciate that response on your part. That is what we had hoped to receive from you and the network generally. We know you do not want to do anybody an injustice.

Mr. TRAVIESAS. That is correct.

Chairman PEPPER. We are not asking that. We would not condone it if we had anything to do with it. It is just concern that sensitivity, that you reflected in your kind statement is what we were hoping you would say. We were hoping this hearing would provoke that kind of concern on the part of these great networks.

As a matter of fact, there are a great many heart cases among young people where digitalis is appropriate as well as among older people. If you will look at the obituaries, as I do from time to time, I am rather struck by the number of people who die at a much younger age than 75 or 80 or 81, many of them from heart diseases. Digitalis is not only for the elderly but for a lot of others, that make up the population of our country.

We are supposed to be out of this room at 2:30 p.m. We have three very important witnesses here to hear. I do not want to deprive my colleagues of an opportunity to make inquiry. Would you be willing, if members of the committee wish to address inquiries to you, to respond to those inquiries?

Mr. TRAVIESAS. Not only would I be willing, but I would be happy to come back again if somebody wanted me to sit down and discuss it with them.

Chairman PEPPER. That is very kind of you. Would it be all right with you, Mr. Cohen and Miss Oakar?

[Mr. Cohen and Miss Oakar nodding affirmatively.]

Chairman PEPPER. With that understanding, Mr. Traviesas, we will excuse you. Thank you.

Mr. TRAVIESAS. Thank you.

[Mr. Traviesas' answers to written questions by the members follows:]

#### NBC ANSWERS TO QUESTIONS REGARDING TELEVISION AND THE AGING

*Question 1.* Has your network ever refused to run a commercial because it portrayed the elderly in a stereotypic fashion? If yes, describe the commercial and the criteria applied to determine whether it was objectionable. If not, is it fair to assume that the network considers the ads now on the air, unobjectionable?

*Answer 1.* The content of each commercial submitted to the NBC Television Network is reviewed for taste and acceptability by trained professionals in NBC's Broadcast Standards Department. This is in accordance with NBC's Code of Broadcast Standards, which calls for advertising agencies to "submit shooting script or storyboard" to NBC for review prior to broadcast.

In evaluating proposed commercials, NBC is sensitive to verbal or visual content that may be disparaging to various groups or individuals. Our Broadcast Standards Code specifically prohibits acceptance of advertising which contains "damaging

stereotyping." Portrayals of the elderly are subjected to this criterion—as well as to the Code requirement that materials broadcast by the network "... should endeavor to depict men, women and children in a positive manner, keeping in mind always the importance of dignity to every human being." Copies of the Code are sent to each of the advertising agencies that submit ads to NBC.

Often, Broadcast Standards editors request changes in proposed materials—because of unacceptable stereotyping or a variety of other problems. These changes are frequently requested in telephone conversations and in notations made on proposed storyboards or scripts. For example, one editor recalls requesting a change in the portrayal of an elderly school teacher in a commercial message. The editor objected to the characterization of an excessively prim and unfashionable woman, and asked that the portrayal be changed to one showing more vitality and style. The ad was, in fact, altered to reflect these changes.

While there is bound to be disagreement in an audience of many millions about a matter as subjective as proper characterization of the elderly in television commercials, NBC believes it has adhered to its policy of not broadcasting commercials which disparage or denigrate the aging. Judgments on these questions are difficult, and must be applied to more than 47,000 commercial submissions each year. Nevertheless, we believe the commercial messages telecast over our network avoid offensive stereotypes of our elderly viewers. Of course, we recognize that there always is room for improvement and welcome suggestions of viewers and interested public groups. We not only take these views seriously, but frequently convey them to the advertising agencies that actually produce the ads.

*Question 2.* Has your network ever asked that an elderly character be rewritten because that character was evincing stereotypic characteristics considered offensive?

*Answer 2.* NBC also applies its standards of taste and acceptability to the content of every entertainment program broadcast over the network. With regard to stereotyping, the NBC Code of Broadcast Standards specifically cautions producers from whom NBC buys programs, as well as our own programming staff, that:

"Special sensitivity is necessary in presenting material relating to sex, age, race, color, creed, religion or national or ethnic derivation to avoid contributing to damaging or demeaning stereotypes." (Emphasis added)

In applying these provisions of the NBC Code, members of our Broadcast Standards Department make judgments on more than 2,000 outlines and scripts submitted each year. Editors within the department are involved in every step of the production process—from inception to broadcast. There are meetings, telephone calls, comments, memos; and the procedure goes on through the final stages of production. In addition, NBC executives, including Herminio Traviesas, Vice President, Broadcast Standards, meet in Los Angeles with as many of the outside production staffs as possible before production for a new season begins. In this way, producers are given a clear understanding in advance of production of what NBC expects from them—and of the requirements of the NBC Code.

As a result of this process, portrayals of the elderly on NBC programs reflect our policy of avoiding demeaning stereotypes. The extensive Appendix submitted to the Select Committee prior to the testimony of Mr. Traviesas on September 8, 1977 contains a sample of recent NBC programs that have dealt in a positive way with the elderly and their problems and concerns.

On occasion, NBC entertainment programs have been edited to present a more positive image of an elderly character. One of the most successful series telecast on NBC featured the forceful portrayal of Ben Cartwright—the family patriarch of *Bonanza*. Originally, series episodes did not revolve around the father of the family, but centered instead on the adventures of his three sons. When this situation came to the attention of NBC program executives, the father figure portrayed by Lorne Greene became a featured element of the program, with his own personality and adventures, and ultimately developed into the central core of the family portrayal.

In programs now being considered by NBC for future telecast, Broadcast Standards editors have suggested changes and deletions in portions of scripts dealing with portrayals of the elderly. For example, a Broadcast Standards Report dated October 11, 1977 regarding a proposed NBC program contains the following comment and instruction regarding an elderly character:

"As presented, Mr. Eby is a positive statement for the elderly. Please continue this in every element—casting, costuming, delivery of lines, etc. Please change the tag line to 'Well at my age they say you forget, which merely adds 'They say' to your original.'"

The following instruction was given by a Broadcast Standards editor regarding a joke in an episode of the *Rockford Files*, a current NBC television series:

"While Marty's joke concerning the senior citizens might be humorous to some, there are many who might consider it a definite put down to elderly people."



The joke was deleted by the program producer.

NBC has requested that suppliers of entertainment programs make other changes resulting in more affirmative portrayals of the elderly. The examples set forth above illustrate some of the considerations and criteria that are applied from day to day by our Program Department and our Broadcast Standards editors.

*Question 3.* How many regular prime time programs has your network scheduled for this fall?

*Answer 3.* The eighteen regular NBC entertainment programs originally scheduled for broadcast during prime time this fall are listed and briefly described in the attached exhibit. Where appropriate, the names and starting dates of replacement programs have also been indicated.

#### NBC TELEVISION NETWORK PRIME-TIME SERIES 1977-78 SEASON

##### SUNDAY

*7-9 p.m.*

The Wonderful World of Disney, a series which includes nature novelettes, adventure tales, animal stories, and full length feature films.

*9-11 p.m.*

The Big Event, a series which presents varied programming including sports programming, major motion pictures, mini-series, and significant specials and live events.

##### MONDAY

*8-9 p.m.*

Little House on the Prairie, based on Laura Ingalls Wilder's classic stories about life on the American Frontier, the series follows the adventures of the Ingalls family in Minnesota in the late 1870's.

*9-11 p.m.*

NBC Monday Night at the Movies, a series which includes theatrically-released motion pictures as well as World Premiere movies.

##### TUESDAY

*8-9 p.m.*

The Richard Pryor Show, a comedy entertainment series featuring actor/comedian, Richard Pryor, in a variety of comedy sketches, routines, and one-act playlets—last air date for Pryor 10/20/77 (Thurs)—eff. 10/18/77 schedule change, The Man From Atlantis will air in this time period.

*9-11 p.m.*

NBC Movie of the Week, a series which consists of World Premiere movies and occasional theatrical releases—eff. 10/25/77 9-10 pm Mulligan's Stew, 10-11 pm Police Woman.

##### WEDNESDAY

*8-9 p.m.*

The Life and Times of Grizzly Adams, an adventure series about a mountain man living alone in the Western wilderness.

*9-10 p.m.*

The Oregon Trail, a Western adventure series about a family's trek from their farm in Illinois to the Oregon Territory in the 1850's.

*10-11 p.m.*

Big Hawaii, a contemporary dramatic series focusing on the Fears family, who own the biggest ranch on the island of Hawaii.

##### THURSDAY

*8-9 p.m.*

Chips, a light-hearted action-adventure series about two officers of the California Highway Patrol.

9-10 p.m.

Man From Atlantis, an adventure series about the last surviving citizen of Atlantis who is washed ashore and aids a team of scientists to find out more about life under the sea.—10/20/77 Richard Pryor—10/27/77 James at 15.

10-11 p.m.

Rosetti and Ryan, a comedy mystery series revolving around two lawyers whose cases are always difficult and sometimes bizarre.

#### FRIDAY

8-8:30 p.m.

Sanford Arms, a situation comedy about Phil Wheeler, who runs a boarding house with the help of his various and assorted cronies—last air date 10/14/77—eff. 10/21/77 CPO Sharkey.

8:30-9 p.m.

Chico and the Man, a situation comedy revolving around a cantankerous garage owner in El Barrio of East Los Angeles, Calif.

9-10 p.m.

The Rockford Files, a dramatic mystery series about a self-deprecating private-eye who solves many difficult cases which have been closed by the police.

10-11 p.m.

Quincy, a dramatic mystery series in which a medical examiner solves many cases because of his inquisitive and tenacious nature.

#### SATURDAY

8-9 p.m.

The Bionic Woman, an adventure series about the world's first bionic woman and the feats that she is able to accomplish with her special bionic skills.

9-11 p.m.

NBC Saturday Night at the Movies, a series of theatrically released motion pictures with some made-for-TV movies.

Question 4. How many regular programs on prime time on your network this season, have an elderly character in a lead role? How many have an elderly person in a support role? Could you list them, please.

Answer 4. Prime time entertainment programming on NBC is not aimed at any specific age group, but is designed to appeal to a broad national audience. Our experience has been that the young, middle-aged and elderly all enjoy a wide variety of entertainment shows, containing diverse themes, characters and plotlines.

At the same time, of course, NBC presents a substantial amount of high quality programming containing characters and portrayals with which older viewers can identify in a positive manner.

Sixteen of the eighteen fall programs listed in response to question 3 above have included portrayals of elderly characters during the current fall season.<sup>1</sup> Five of these portrayals may be considered "lead roles"<sup>2</sup> and nine are recurring characters. Overall, more than thirty-six elderly characters—ranging from a psychologist to a pioneer and a Los Angeles police captain—have been presented this season on NBC prime time entertainment programs. These characters are listed and described in the attached exhibit.

In addition to these programs and characters, plans are already underway for additional prime time programs featuring portrayals of elderly characters. Production is commencing on "A Family Upside Down," a two-hour NBC World Premiere movie focusing on the relationship between an elderly couple portrayed by Helen Hayes and Fred Astaire. John Houseman has been cast as a central figure in the six-hour NBC novel for television entitled Aspen, currently in production. Casting for Aspen also includes Joseph Cotten in a starring role as an attorney, and John McIntire as another elderly character.

Episodes of other programs—including Police Woman, Bionic Woman, Quincy and Mulligan's Stew—are also expected to feature portrayals of elderly characters in important roles.

<sup>1</sup>As of October 15, 1977.

<sup>2</sup>Three recurring, two nonrecurring.

As set forth in the NBC Appendix, there are also substantial amounts of programming regarding the elderly on the networks and the NBC owned stations in non-prime time hours. On the network, for example, the September 3 episode of *Week-end* reported on the problem of inadequate housing for the elderly. On WNBC-TV in New York, a new program entitled *The Prime of Your Life* premiered on September 18. This weekly hour-long program provides information to the elderly on matters of health, finance, social security and similar matters of interest. On December 6, NBC will premiere a daytime serial entitled *For Richer, For Poorer*, a dramatic program concerned with the relationship between young people and their elders. It will feature an outstanding cast, including older performers from theatre, motion pictures and television.

#### NBC TELEVISION NETWORK PORTRAYALS OF THE ELDERLY PRIME-TIME SERIES 1977-78

*Wonderful World of Disney*.—"Gus"; Harold Gould portrays Charles Quinn, owner of a professional football team.

*The Big Event*.—"LIFE Goes To War"; Churchill, President F. D. Roosevelt and other historical figures were seen. War-torn populations including the civilian elderly who were victimized by the war were shown in several sequences.

*Little House on the Prairie*.—Kezia Horn, an 80-year-old woman, is portrayed by Hermione Baddeley. The character will be a continuing role in this series.

*NBC Monday Night at the Movies*.—"In The Matter of Karen Ann Quinlan"; Louise Latham portrays Sister Mary, a Nun and Nurse, who serves on the hospital's Board of Directors.

"Murder In Peyton Place"; Royal Dano and Priscella Morrill appear as Bo and May Buehler, owners of a trailer camp.

"Killer On Board"; Several elderly passengers returning from a cruise in the *Far East* are a part of the storyline.

*NBC Movie of the Week*.—"Sex And The Married Woman"; Keenan Wynn portrays a hotdog vendor.

"Police Story—Pressure Point"; MacDonald Carey appears as Police Captain, Los Angeles Police Department.

*The Life and Times of Grizzly Adams*.—Denver Pyle portrays a fur trapper and appears weekly in a continuing role.

*The Oregon Trail*.—William Windom appears as Packy Devlin, an elderly pioneer.

*Big Hawaii*.—John Dehner stars as Barrett Fears, ranch owner, and appears weekly in a leading role.

Elizabeth Smith appears as Lulu Kalihami, a house keeper.

*Chips*.—"Undertow"; Jim Backus portrays an elderly attorney.

"A Moving Violation"; Various elderly parishioners are seen as they are about to embark on a church picnic in a stolen bus.

*Rosetti and Ryan*.—"If You Can't Trust Your Lawyer . . ."; Penny Stanton appears as Mama Rosetti, mother of Joseph Rosetti.

"The Ten Second Client"; Joan Blondell portrays Mrs. Willowby, a successful author.

*Sanford Arms*.—LaWanda Page portrays Aunt Esther, Lamont Sanford's aunt. Don Bexley appears as Bubba, a close friend of the Sanfords. Both appear weekly in continuing roles in this series.

*Chico and the Man*.—Jack Albertson appears as Ed Brown, garage owner, in a starring role. Scatman Crothers appears as Louie Wilson, a friend and neighbor. Both are continuing roles.

*Rockford Files*.—Noah Beery appears as Joseph Rockford, a retired truck driver and father of Jim Rockford portrayed by James Garner. Beery appears weekly in this continuing role.

"The Battle of Canoga Park"; Norah Marlowe appears as Viola, a housekeeper. Adrienne Marden appears as Leigh Ronstadt, a political activist.

"The Second Chance"; Malachi Throne appears as Shapiro, racketeer.

*The Bionic Woman*.—"The Bionic Dog"; Pt. I & II; Ford Rainey appears as Jim Elgin, a step-father.

*NBC Saturday Night at the Movies*.—"Rooster Cogburn"; John Wayne stars as Rooster Cogburn, a deputy marshal; Katharine Hepburn stars as Eula Goodnight, a minister's daughter.

"The Reivers"; Will Geer portrays Boss McCaslin, a retired Southern gentleman. *Quincy*—"A Question of Time"; Irene Tedrow portrays Ruth Thaler, a psychologist.

*Laugh-In*.—A comedy-variety program to be broadcast at least six times during the season.—Guest stars Bette Davis, Henry Fonda, Senator Barry Goldwater.

*Question 5.* What would you consider offensive portrayal of the elderly on a situational comedy? On a dramatic program?

*Answer 5.* Undoubtedly, various segments of our large national audience would offer widely divergent descriptions of an "offensive portrayal" of an elderly character. In the situation comedy area, the problem of abstract definition is particularly difficult. Humor is often based on exaggeration and caricature—and few would regard these elements as "offensive." Perhaps the clearest mark of an objectionable portrayal of an elderly character in comedy is found when he or she is the constant object of intentional ridicule.

In dramatic programming, as well, the problem is complex. For example, a program dealing with alleged abuses in nursing homes could not be fully effective unless it showed the damaging physical and mental effects of those abuses.

Moreover, in the subjective area of program content, no definition or standard can be applied inflexibly. Fyodor Karamazov was described by Dostoyevsky as a lustful old man who had raped a helpless girl and tormented his wives and children, "a type abject and vicious and at the same time senseless." Such a character might be considered "offensive" by many, but few would argue that a dramatization of The Brothers Karamazov should consequently be kept off the air. Similarly, the old constable Dogberry is repeatedly the victim of his own pompous frailties, his inability to master the English language, and the ridicule of others. Nevertheless, he has provided a generous amount of laughter as part of Shakespeare's *Much Ado About Nothing* for nearly 400 years.

As these examples may demonstrate, judgments regarding "offensive" portrayals in entertainment programming are necessarily subjective and, therefore, must be made on a case by case basis. Fixed definitions are likely to prove arbitrary and inflexible in many instances. At NBC, we believe our Broadcast Standards editors know an "offensive" portrayal of the elderly when they see it—and take conscientious measures to correct the problem.

*Question 6.* What avenues of action would you recommend to elderly persons who are dissatisfied with the way the elderly are portrayed on a specific program?

*Answer 6.* If a viewer is dissatisfied with the portrayal of an elderly character on a program broadcast over the NBC Television Network, we suggest he express his views in a letter to Herminio Traviesas, Vice President, Broadcast Standards, National Broadcasting Company, 30 Rockefeller Plaza, New York, N.Y. 10020. A copy of the letter might also be sent to Robert E. Mulholland, President of the NBC Television Network, at the same address.

NBC welcomes such expressions of opinion from our viewers and gives them serious consideration. Where appropriate, we pass on viewer comments to the outside packaging companies who supply the vast majority of our entertainment programming.

Such correspondence assists us in offering programs that are responsive to viewer tastes and interests.

*Question 7.* The U.S. Civil Rights Commission Report recommended that "The Federal Communications Commission should conduct an inquiry and propose rule making on the portrayal of minorities in commercial and public television drama." Since this is the first time representatives of the networks have testified before a Congressional committee since that recommendation was issued, let me ask you to react to it, on the assumption that the portrayal of the elderly could be added to the recommendation.

*Answer 7.* NBC opposes the suggestion that an inquiry or rulemaking should be commenced by the Federal Communications Commission "... on the portrayal of the [the elderly] in commercial and public television drama." We believe such a proceeding would improperly involve the Government in difficult subjective questions closely related to program content. Under our Constitutional system, entertainment programming is a form of speech protected by the First Amendment. Accordingly, Government involvement in the regulation of program content is in effect, a form of censorship prohibited by the First Amendment. Moreover, the determination of what is a "positive portrayal" as opposed to a "negative stereotype" requires subjective judgments which simply are not the proper role of Government regulation.

*Question 8.* What impact, if any, did the addition of age to the Television Code of the National Association of Broadcasters have on your network's programming?

*Answer 8.* In June 1975, the Television Code of the National Association of Broadcasters was amended to include "age" in section 7 of its Special Program Standards, which now reads:

"Special sensitivity is necessary in the use of material relating to sex, age, race, color, creed, religious functionaries or rites, or national or ethnic derivation."

This language is substantially similar to the portion of the NBC Code of Broadcast Standards quoted above in answer to question 2. That provision was formally added to the NBC Code in May 1976, but the network's policy of avoiding demeaning stereotypes in its entertainment programming long predated either provision.

Nevertheless, we regard the formal addition of "age" to the NAB Code as a salutary measure. For one thing, it helps set a standard for some stations that might not have followed such a policy in the past. For another, it affirms the importance of the interests and sensitivities of television's older viewers. In addition, it provides a clear guide to outside program suppliers, who supply the great majority of entertainment programs for television broadcast.

**Question 9.** With what specific groups have representatives of the network met concerning age stereotyping? What was the specific outcome of those meetings?

**Answer 9.** As noted in the statement of Herminio Traviesas before the Select Committee, NBC executives have met with various groups representing the elderly in order to better understand their problems and concerns. Many of those meetings have involved executives from NBC's Broadcast Standards and Program Departments. In other cases, meetings have been held between the network's National Community Affairs Department and representatives of the elderly. In both instances, the concerns expressed to NBC have been conveyed to Broadcast Standards editors who review proposed program materials.

Some of the recent meetings have included the following:

In July 1977, NBC executives from the Research, Broadcast Standards and Program Departments attended a meeting sponsored by the Federal Administration on Aging and the New York City Department for the Aging. Known as the "Getting On Project," the meeting focused on portrayals of the elderly in television programming. Speakers expressed their hope that television programs would reflect an increasing awareness that older persons should be portrayed in a diversified and positive manner—a view which was shared by the representatives of NBC.

In April 1977, members of the NBC Broadcast Standards Department met with Mr. Louis Hausman, Director of the Media Resources Center of the National Council on Aging. As result of that meeting, specific lines of communication were established between the Council and NBC programming representatives.

In September 1976, NBC's Director of National Community Affairs met in Washington with members of the National Council of Senior Citizens.

In May 1975, after discussions between NBC and Lydia Bragger, Media Watch Chairperson of the Gray Panthers, arrangements were made for Margaret Kuhn, National Chairperson of the Gray Panthers, to appear on *The Tonight Show*. Since then, Ms. Kuhn has appeared three times on that program, and has also been seen on other NBC network programs.

In May 1975, NBC's Director of National Community Affairs met with Bernard Nash, Executive Director of the American Association of Retired Persons. As a result of that meeting, NBC has maintained an ongoing relationship with AARP, and has provided speakers and representatives for national regional meetings of the Association to provide a two-way dialogue.

In addition to these and other meetings between network executives and groups representing the elderly, executives and other staff members of the five television stations owned by NBC have met frequently with representatives of the elderly. These meetings are described and illustrated in the September 8 statement of Herminio Traviesas (see pages 4-5).

**Question 10.** Although Eric Sevareid's mandatory retirement this fall focuses specific attention on CBS, all three networks maintain a policy of compulsory age-based retirement of broadcasters and reporters on the evening news. Have you considered the message your policy of mandatory retirement conveys to the elderly who consume more news and public affairs programming than any other type of programming?

**Answer 10.** The question of mandatory retirement at age 65 is a complex social issue that concerns industries and businesses throughout the nation's economy. These issues are now being confronted by Congress and the American public in a legislative effort spearheaded by this Select Committee.

It is, therefore, apparent that the mandatory retirement issue is not unique to television. We doubt that any workable solution to the problem can be achieved by singling out one industry (or a specific segment of it) for separate treatment. Instead, the problem must be addressed in a broad economic, social and industrial context.

With regard to network news coverage, we believe that the substance of the news is the critical determinant of quality. As set forth in Mr. Traviesas' statement (pp. 9-11) and in the NBC Appendix, substantial attention is paid to the problems and concerns of the elderly in NBC news and public affairs programs. Virtually every

topic of concern to the elderly has been covered in NBC news reports or in-depth documentaries. In addition, the NBC owned stations also produce an extensive amount of local news and public affairs programming concerning problems of the aging. (See exhibits C through G of the NBC Appendix.) As indicated in the Staff Report to this Committee, "... network news programmers are willing to cover newsworthy events of prime concern to the elderly (e.g. mandatory retirement, pensions social security, housing and the elderly, activities of older persons.)" (Age Stereotyping and Television: A Staff Review, September 6, 1977, p. 20.) We think NBC's news and public affairs programs more than support the Staff's observation.

Chairman PEPPER. Next is Mr. Nicholas Johnson. I could make a long speech about the public service that Mr. Johnson has rendered but we do not want to cut his statement down. Let us just say that I think most people in this country are familiar with Mr. Johnson and his fine public service. We are delighted to have you today.

Mr. JOHNSON. Thank you. I am pleased to be able to participate in this birthday party. I can not think of a grander way to celebrate, but as you have discovered, it is no piece of cake. You have some tough problems before you.

#### STATEMENT OF NICHOLAS JOHNSON, CHAIRPERSON, NATIONAL CITIZENS COMMUNICATIONS LOBBY

Mr. JOHNSON. This broadcasting industry has perpetuated a lot of hoaxes on society in this country and I think probably its abuse of the elderly is one of the cruelest. I have listened to all of the testimony today. You have my full statement before you and I am not going to take up your time.

Chairman PEPPER. Without objection, your statement will be included in the record.

[The prepared statement of Mr. Johnson appears in Appendix 3, p. 202.]

Mr. JOHNSON. Let me just say something that occurred to me as I listened. We have about four issues before us. One is what is on TV now with regard to the elderly. How are they portrayed? We need factual information about that. I have some in my testimony and you have heard from other witnesses.

The second is what are the consequences of that? I think the two witnesses coming up will have something to say about that. The prepared testimony of the gentleman from the University of Maryland deals directly with research in the subject.

The third question is why is it there? Why is TV the way it is? Finally, that leaves us the question of what can we do about it within the constraints that are imposed by the first amendment, the constraints imposed on all of us by our desire to give our artists artistic freedom and still, the desire to come up with some solution that is, after all, going to be effective.

Yes. We have stereotyping with regard to the elderly but that is partly because we are stereotyping with regard to everybody and that is partly because we are looking for cheap formula ways to write shows. That gets back to Miss Oakar's question about why don't we take the very best writers, dramatists, and producers we have in this country and turn them loose on television? What is this process of program selection that results in our using violence as the cheap formula for one season only to substitute sex for it the next season. That treats minority groups, as well as the elderly and women, in stereotypical ways. Why is it that we cannot get good

drama on television even though there are people writing who want to get it there. That, it seems to me, is one of the questions we have to deal with.

"Behind Closed Doors," about Washington, on this week, has had written into the script essentially, over the objection of the writers of stories, which really did not have too much to do with the story that David Rintells, was trying to tell in the 12 hours of television this week. Why does that happen and what it is doing is going to become a major issue for all of us very quickly.

One of the things to recognize is that there is really no marketplace in television. There is not a way in which the public can vote with its dollars as it can for best sellers, as it can for movies, as it can for theater, because television does not sell programs. It does not even sell products to the audience.

What television sells is the audience to the advertiser at a cost per thousand. The advertiser thinks that the audience is that between 18 and 49 because you can sell those folks for \$10 to \$12 a thousand and ordinarily run-of-the-mill old folks only sell for \$4 a thousand. That is why you had the "Virginian" taken off with a 34 share. That has a lot to do with the effectiveness of what this committee is ever going to hope to accomplish.

Broadcasters will argue, well, we give the people what the people want. The public interest is what interests the public. The worst thing wrong with it is that is a lie, even by their own standards. They do not give the people what the people want. They give the people, at best, what advertisers think folks between 18 and 49 may prefer. Therein lies an enormous difference.

You might ask would these hearings be held today if people over 49 were not permitted to vote for Representatives in Congress? I suspect that while you would still be interested in that subject and I would still be interested in the subject and others of your witnesses would be, that there would be a number of young Members of Congress who would not be up here today. They have a lot of these folks that you are talking about in their constituencies.

I know Representative Grassley does because I once had a little go in his district, as you may know. There is a good point being identified because it turns out that you get to vote regardless of how old you are but the TV retires us all at the age of 49.

You are concerned about retiring automatically at the age of 65. TV is retiring all of us at the age of 49. That is what is happening. As Frank Price pointed out, of course that has an impact. I think it is dreadfully wrong that the FCC permits this to happen, that it permits the broadcasters to program on the basis of what they call demographics. That is just a fancy word for ignoring our elders. That is looking at people's age and deciding how they can best be sold to the advertisers.

I think they have a public interest standard to service the entire audience. Even if they did not, I think they are misreading the market figures. Some questions this morning were raised with regard to that. They are assuming that anybody over 49 does not buy stuff. That is just wrong. Those over 65 now spend \$60 billion a year. Their spending power is growing. Only 16 percent of today's elderly live below the poverty line. Ten years ago that was 25 percent.

Even CBS discovered that. They analyzed all of the disposable income in America and who is spending it. It turns out that people over 55 are spending 26 percent of all of those dollars and that folks under 35 are only spending 18 percent of the disposable income dollars in this country.

I think even if we have to accept at the end of these hearings that this industry is going to be motivated by nothing but greed, at least we ought to do some studies to show where greed properly leads them in terms of servicing these folks who do have some dollars to spend but I would hope that we could do more.

Of course, we have to be concerned, as other witnesses have pointed out, and will again this afternoon, I am sure, that television's portrayal of the elderly affects not just the elderly's perceptions of themselves, their hopes and aspirations, their sense of self-respect and self-confidence, their feelings of being wanted and needed, it also affects the way in which the rest of society perceives the elderly and their buying as an impact, as the Kerner Commission pointed out, as the National Organization for Women has pointed out. The recent Civil Rights Commission study has an impact about acceptability of the elderly for employment. It has an impact about attitudes about development in housing, property tax relief, mandatory retirement ages and so forth. The ramifications of this go well just beyond its impact on the elderly's attitudes about themselves.

What do we do about it? That is what I'm going to come to then I'm going to leave you. I do not think just a single hearing to "sensitize" the networks is going to do it. They view this hearing as, at worse, a nuisance. They have to come here today and parade all of the shows they can ever think of, that they ever had somebody on that was over 49. As they have demonstrated to you, they can come up with a list of them. Then they are all going to go back to New York and report everything is fine. Cool it fellows, do not worry, we took care of that committee.

What we have to do is create a continuing presence on this issue of some kind. Self-regulation is not the answer. You touched on that, Mr. Chairman, early on and gave the indication through the phrasing of your questions. You understand the answer is the NAB code is a fraud. If you do belong, nobody polices the standards.

If they did police them and found that you violated something, there is no sanction, except that at 2 in the morning when you signoff, after you play the National Anthem, you cannot put that little seal on your screen. Regulation by NAB does not really carry a lot of weight.

As I say, I do not think a single hearing is going to do it. You suggested to Maggie Kuhn that they might consider license renewal challenges. We have discovered that is a way, as the farmer said about the mule, of getting his attention. You do find the general manager will listen to you and invite you in for coffee once you have challenged his license. There is something to be said for that.

I think we need to have an on-going study, not just an impact of television on attitudes about the elderly but the impact of television on all manner and means of phenomenon in our society. The way it impacts on women, minorities, and on young people as well



as the way that it impacts upon the elderly. What it is doing to levels of crime and violence.

All of these things have been studied individually. We are going to be back here for hearing after hearing. I remember not too long ago the impact of television portrayal of alcohol consumption on alcoholism. You have a million of these issues. I think until we recognize this phenomenon in our society called TV, and you all fund somebody like the NIMH or some comparable organization to do this study regularly, issue a report annually and just call it as you see it, I do not think we are going to get any solution to it.

You are going to get this first amendment nonsense. I think you have taken care of that. There is no reason on earth why the American people do not retain a right of self defense; why people, as Ms. Oakar pointed out, who are concerned about art, cannot say something about it. Of course they can. It is their first amendment right. In fact, the Supreme Court has said it is only for them; it is not for the broadcasters.

In addition, we have to come up with some kind of process within the Hollywood community and New York network executives of processing public complaints. Mr. Lear does make an effort. He has a staff that deals with relationships with the public. Anybody who has dealt with Virginia Carter gives her, and through her, Norman Lear very high marks for wanting to be responsive to the public. That instrumentality does not exist within other production facilities in that way, nor within the networks.

Maybe the networks could report on the kind of method they are giving in response to it in some way. Maybe we could set up a high-ranking group of citizens to hear complaints of other citizens and pass along recommendations to the networks. There are a number of ways of dealing with this, but I think some procedure has to be set up and properly perceived; it is going to be as much a relief for the networks as it is going to be for the National Citizens Committee for Broadcasting, you, this committee, the Congress and everybody in this country that cares about it.

There are legitimate complaints that must be heard and responded to that are not now being responded to. We have to set up some mechanism to do that. There are other things that I have listed here but I think that pretty much hits the highlights.

I think it is a time that we put a stop to what television is doing to the elderly. I think your committee has helped on that, Mr. Chairman. I am very much indebted for that and I appreciated being invited to the party.

Chairman PEPPER. We would all like to ask you a lot of questions to give you a chance to amplify a lot of the statements you have made but we just do not have the time. I will say this, the Committee on Aging is going to stay behind this matter to see if we cannot follow some of these suggestions you have made and get some results or bring about a state of mind in the public that will bring about some results.

Mr. JOHNSON. I'm so pleased to hear that.

[Mr. Johnson's answers to members written questions follow:]

Chairman CLAUDE PEPPER,  
Select Committee on Aging,  
U.S. House of Representatives,  
Washington, D.C.

DEAR MR. CHAIRMAN: My congratulations and appreciation to you for your leadership in highlighting the problem of television's portrayal of the elderly at your hearing September 8, 1977. It was an honor for me to be able to participate on that occasion, and I want to again thank you and the staff for the courtesies and assistance extended to me.

You have asked for my response to some additional written questions. Although our resources are limited, and it is not possible for me to prepare a lengthy reply, I'm happy to respond generally in the form of this letter.

Evidence of television's impact (your questions numbers one and two) is overpowering in general, but may be somewhat limited with regard to the specifics of the elderly—simply because there may not have been a lot of research done in that area.

Broadcasters argue to advertisers that television is the most persuasive tool for altering human behavior ever devised in history. That is why, they say, advertisers should continue to spend \$7 billion a year advertising on radio and television. They do, indeed, have a good deal of evidence to back up their boastful claim. Sales of some products have increased 10 or 100 fold following television advertising campaigns. They successfully created a \$1 billion male cosmetics industry amongst 100 million American males who, prior to the campaign, would have rather died than use perfume.

Beyond that general observation, we have an enormous amount of scientific evidence of the impact of television programming on violence. Some 500 to 600 studies were referred to by the United States Surgeon General in his study, and subsequently compiled by the Rand Corporation.

It has been difficult to get funding for research in this area, largely because of the political power of the broadcasters and advertisers to prevent it, and therefore we do not know more about the specifics of the impact of television on other areas of our life than we do. Dr. George Gerbner at the University of Pennsylvania is currently endeavoring to undertake a broader range of research than the violence studies he has done in the past.

But I think it's safe to say that the entire scientific community would be stunned if it were to turn out that television's portrayal of the elderly has absolutely no impact whatsoever on the way in which they are perceived by themselves and by others in this society.

Why do we need pressure groups when we have ratings (your third question)? There is no way that the individual viewer can affect the programming on his or her television set without participating in public interest group activity. The number of American families that participate in creating the ratings is statistically insignificant. As for all the rest of us, it makes not one bit of difference whether we leave our television sets running 24 hours a day or put them up in the attic to gather dust.

The viewer does not have the opportunity to purchase programs in the marketplace—as he or she does with regard to phonograph records, motion picture theater films, books, magazines, and so forth. The sales equation in broadcasting is that the advertiser is the consumer who is buying the audience (the product) from the broadcaster at a cost per thousand.

I repeat, the only opportunity for public participation in this process at the present time is through the activities of public interest groups like the National Citizens Committee for Broadcasting and, more specifically on the issue of the elderly in television, the Gray Panthers.

Does pressure produce blandness (your question four)? It seems to me we have blandness already. There is no inherent reason why it has to be the substitute for stereotyping, gratuitous violence, and exploitation. That may, in fact, be the consequence because of the lack of intelligence imagination, and social conscience on the part of network executives. But that consequence can surely not be blamed on the critics.

The suggestion that everyone on television has to be stereotyped (your question five) is preposterous. We have had good drama written in this world for the last two thousand years that very sensitively dealt with the development of personality and character, the struggles and emotions and joys of being human. No one suggested to me during my seven years as a Commissioner of the FCC that there was some

technological limit in the television camera that prevents it from capturing such quality drama.

Are we advocating a quota system for the elderly (your question six)? Of course not. No one has ever suggested that any group in society be represented on television in precisely the proportion in which it exists in real life. What we are complaining about is a gross and wholly irrational imbalance that would not exist but for the prejudice called ageism.

As an analogous aside, Senate hearings were once held by Senator Hathaway on the impact upon alcoholism in the United States of television's portrayal of the use of alcohol. The industry had argued that they had to show characters drinking hard alcohol because they were, after all, dealing with real life. We did a comparison of the proportion of liquids consumed in real life (hard alcohol to water) and on television. The results showed that hard alcohol was being consumed at rates somewhere between 100 and 200 times those of real life. That is the kind of gross imbalance we are talking about.

As for the suggestion that one has to use "stereotypic characteristics" to portray the elderly (your question seven), there is very little I can say. It seems to me to answer itself. It is not necessary in quality drama. If television executives think it is necessary, that is a commentary on little other than their lack of taste.

The suggestion that any effort to encourage a more compassionate portrayal of the elderly will lead to government censorship of political and religious content (your question eight) is the typical "slippery slope" argument. It is, of course, utter nonsense. The Securities and Exchange Commission regulates the content of that free speech which appears in stock prospectuses. The Food and Drug Administration and Federal Trade Commission regulate that free speech which occurs in advertising. So far as I know there had never been a charge of religious persecution leveled at the SEC, nor has the FTC been charged with censorship of political speech. Of course, abuse is possible. Richard Nixon tried to use the Internal Revenue Service to serve his own limited partisan, political advantage. So far as I know, that has not been advanced by anyone (even those who would like to do away with the IRS) as a reason for abolishing the agency.

It may be true that there is no accounting for taste (your question nine) and that efforts to seek unanimity are doomed to failure. There are those who enjoy violence in television programs, and undoubtedly those who enjoy racist and sexist stereotyping as well. I have no doubt there would be a statistically significant audience for hard core pornography on television. CBS even demonstrated that there were those who would, indeed, watch death on live television ("Evil Knievel's Death Defiers")—ala Paddy Chayefsky's motion picture "Network."

Television is, however, an industry licensed by the federal government to serve "the public interest." It is not free to pander and profiteer at will. Entering every American home as it does, on a device that can be operated by any two-year-old who can toddle over to the set, the programming standards will be somewhat more strict than those applied by our society (or any other) to the production of motion pictures shown in theaters.

These answers may not be as thorough as you would have wished, but it will give you some notion of my own thinking on the matter.

Again my appreciation to you and your staff for undertaking this very important inquiry. I do hope your committee will continue to monitor the networks' performance in this regard.

Respectfully,

NICHOLAS JOHNSON,  
*Chairperson.*

Chairman PEPPER. Thank you. Our next witness is Professor Margaret Mead, curator emeritus, American Museum of Natural History. We are delighted to have you here to exhibit what people over 65 can continue to do. Dr. Mead.

#### STATEMENT OF PROFESSOR MARGARET MEAD, CURATOR EMERITUS, AMERICAN MUSEUM OF NATURAL HISTORY

Ms. MEAD. Thank you. I'm glad to be here on your birthday to help you celebrate.

Chairman PEPPER. Thank you very much.

Ms. MEAD. I have sent in a short summary background statement. I would like to have that put in the record.

Chairman PEPPER. Without objection, it will be received.  
[The prepared statement of professor Mead follows:]

#### PREPARED STATEMENT OF MARGARET MEAD

In considering the way in which the situation of the Elderly is presented to the American public through the media, especially television, it will be necessary to consider the present needs of the elderly. These are, in order: economic security; adequate non-segregated housing; and opportunities for productive participation in community life. At present, all senior citizens, well off and less well off, are segregated because communities are planned without provision for residence of elderly citizens close to the members of the younger generation. Pensions, social security, and provisions for paid employment all need to be re-examined in the light of present day needs.

It must, however, be recognized that the present large number of those who survive until a late age, many of them fully able to continue to participate in every aspect of life, but many of them very frail and needing shelter and care, is a new phenomenon in American life. We need the media to present a picture of what could and should be—happy, cheerful, active, elders living in multi-generational communities and participating in community life. We also need the media to draw the attention of the public to the present sorry plight of many older people, isolated from friends and relatives, inadequately housed, neglected in nursing homes, eking out a miserable existence, clinging bravely to an independence bought at the cost of poor nutrition and poor medical care.

To present only a rosy picture of the kind of provision made for the elderly in a new town like Reston, would give the impression that all is well, when actually we have just made a start in providing for a part of all planned communities to be given to housing suitable for the elderly.

Civilized societies have never before been asked to make proper provision for such a large proportion of elderly people. We know what needs to be done, but we are a long way from making even a good start. It is not a question of cost. Experiments like those in New South Wales, Australia, where the elderly have small manageable apartments close to neighbors and shops, show that they can maintain themselves with dignity at far less cost than if they become dispirited, and their health deteriorates. The problem is new. The methods for meeting it are available. What we need now is political will.

Ms. MEAD. In response to some of the things I have heard since I got here, it seems to me that some of the dilemmas present themselves if television is mainly thinking of people under 41 as a target for the kind of advertising they are doing, I think the elderly are lucky.

I think we have to consider very seriously whether we want the elderly turned into an exploitable market as children have been, as teenagers have been, and has busy householders have been so that to base any of our appeals on how much the elderly might be fooled into spending on ways of selling youth I think is very questionable. We have to realize that the worse stereotyping occurs in ads.

It is very easy to protest against a program and get the program off but the background of the ads, it is grandmother 3 feet deep somewhere in back of an ad. It is a little boy in a bathroom and mother is cleaning off the walls. It costs \$20,000 and everybody thinks everyone has a bathroom like that. That does the harm.

I think it is very important to scrutinize the way the elderly are presented in ads. It is no help to a great grandmother to be presented as if she were 30 because she is taking some patent medicine. This has to be looked at very seriously.

I think it is important for us to realize how new our situation is with the elderly. When I was a child, I had never seen any old person who was more handicapped than being a little deaf or having a little rheumatism. I had never seen anyone lying as a human vegetable as if they were dead.

In all of the primitive societies with which I have worked, there are always only a few old people and they are chipper, bright or riding bicycles if they are in Oxford or Cambridge until they are 90.

This has been true in the past and young people are willing to get old because being old was not something they were afraid of. Our present situation in this country is that everybody is afraid, not of dying, not of death itself, and not of going to the end of their lives, but of a period at the end of their lives where they will be treated without dignity, without economic resources, without the proper kind of housing, without any opportunity to be near their relatives and their neighbors or to participate with dignity in society. This is a serious situation. No serious civilization has ever been faced with it before. No civilization has ever been able to save so many frail babies or people who lived to be frail, old people, only the very, very toughest survive.

We do not know how to deal with this yet but we know a good deal about what could be done. I would conceive the task of television, and I would like to see it stated broadly, for people to understand that there is a large proportion of elderly people in this society that are treated very badly, that are too poor, that do not have the proper resources, do not have proper housing, are stacked up in nursing homes as if they were warehouses.

There are also a number of wealthy people in the society that are treated badly because they live in zoned communities and they have to get out and go and live all by themselves when they retire to some golden ghetto.

That is our whole procedure in this country about segregating old people, which is primarily a by-product of the way we plan our housing, wrong. We need to replan it so that older people can live in close relationship with the rest of the community and participate and have some relationship to children, grandchildren and other people's grandchildren. This is primarily a problem of economics and town planning.

We know, from the experience of other societies, that older people who do maintain their independence and their dignity, do not get sick as much and they do not become anything like the expense that sick people are, even though they are treated very badly. They are still far more expensive in an institution than they would be if we provided them with the kind of housing and participation that they need.

I think it is important to realize that this is a new problem. Up to the mid-thirties, we were a rural society. There was plenty work for grandma and grandpa in the house and they were useful. They were nothing like the proportion of older people, middle age came much earlier and older age came early and most people died.

What we want to present people is what the problems are, how we have to meet them, and in some case, there will be pensions, social security, medical care, all of those things have to be overhauled.

What kind of communities can be built where old people can be a participating part of it? I do not think that we should ask that we only present good pictures or bad pictures when we talk about equal time for a thing like this but we need pictures of what we

could do, pictures of some good things we are doing and then pictures of the things we are not doing, the balance. That is, if one presents a picture of misery, segregation, unhappiness and loneliness for older people, and they should be presented, because if we just present lovely pictures of grandma looking pleased with life, we will completely mislead everyone.

If we present a picture of misery, we should then present a picture of what can be done. Reston, Va., the only highrise in the planned community, is for elderly people and over 90 percent of them have relatives in Reston and that is why they are there. They have come there to live somewhere near their children.

Unless we can do this, and it is not dreadfully expensive, it is much more a question of saying we should always have a place for some housing for the elderly mixed with other people, that they should be somewhere where they can walk, that they should have adequate transportation, if they cannot manage it. All of these things are needed. People need to be educated. It is not as it was in grandfather and great grandfather's day, that we have a new problem.

Many people are vigorous and capable of working for years at 60. We should ask of television, in consultation with other groups of people—I think what Mr. Johnson said could be followed out, that there ought to be means for consultation with the priorities to which, as Miss Oakar said, the people can express what they would like, what they think needs to be done so that we do not turn it over again to the networks under threat of various sorts of legislation. Do not only threaten the sponsors. I would think they were more vulnerable than the networks and it might be a good idea to discuss things with them.

The danger is if we turn the elderly into a pressure group, we would be isolating them more from the rest of the community and then demand certain specified types of treatment, we may seriously interfere with people's understanding of what the problem is and the problem is wider than who is the target audience and why people are represented in one way or another. We are facing a whole change in society in the way we build our towns, the way we constitute our communities. This is a key point that you have hold of here in insisting that we look at the way in which that participation of well-being, the image of the elderly is presented.

Chairman PEPPER. Ms. Mead, you are a hearing by yourself. If we did not have anybody but you, however wonderful the other witnesses are, it would have been an enormously profitable hearing for this committee.

I am not going to indulge my inclination to ask you a lot of questions because it would not be fair to my colleagues. We have one other witness to be heard. We are going to keep in touch with you, if we may. We are going to have a hearing later on stereotypes and commercials in the media. We will, no doubt, be writing and consulting you to try to implement some of these great suggestions of yours. Thank you.

Ms. MEAD. Thank you.

Chairman PEPPER. We have one more witness now, Professor Edward Ansello, associate director, Center on Aging, University of

Maryland, College Park. We are sorry to have delayed you so long. We welcome your statement. Have you a written statement?

Mr. ANSELLO. I have, sir.

Chairman PEPPER. Without objection, your written statement will be incorporated in the record.

[The prepared statement of Mr. Ansello appears in Appendix 4, p. 212.]

Chairman PEPPER. If you will give us a summary of your remarks, we would appreciate it.

Mr. ANSELLO. Certainly.

**STATEMENT OF PROFESSOR EDWARD ANSELLO, ASSOCIATE  
DIRECTOR, CENTER ON AGING, UNIVERSITY OF MARYLAND,  
COLLEGE PARK**

Mr. ANSELLO. Children, the future generations of policymakers in government, in education, in the media, are as confused about the elderly as the present older adult generation is themselves, the present generation of policymakers. There are a number of reasons for this.

I think partly Dr. Mead implied one of them is that we have not had large numbers of older people around. If you think of Whistler's Mother, you know the famous painting, "A Study in Black and Gray" of the last century, certainly this is the epitome of old age. She was in her forties when that was painted. We have not had larger numbers of old people so we do not know what older people are capable of; this despite the fact that we are one of the most technologically advanced societies in the world.

Because of this confusion, it is common to stereotype older people. It is common, I think, to deny the existence of stereotyping older people into highly constrictive roles, constrictive development, constrictive potential. But this does exist. We call the global practice agism. It is like sexism or racism.

May I call your attention to the fact that while we may excuse lack of interest in racism, because we are white and not black, and we may excuse interest in sexism because most of us are one sex and are not going to become the other sex, most of, God willing, will become older. I think agism is a very important issue.

We find agism in the apprehensive faces of preretirees about to enter a jobless state. I heard examples of agism in the hallway before I came in to testify. Three gentlemen walked down the hallway, took a look at the sign which said, "Age Stereotyping and Television" and said derisively, "That is what we need, hearings on aging" and continued down the hallway. We see this kind of thing around us in the Capitol every day. People do not take agism seriously.

At the University of Maryland Center on Aging, we have conducted a number of studies assessing children's attitudes. We have assessed the attitudes of 180 3- to 11-year-olds in a neighboring county of Metropolitan Washington and have asked the children open-ended questions, have shown them pictures of people of different ages, have given them semantic differentials which are basically bipolar adjectives and asked them which of these adjectives, good-bad, strong-weak apply to older people and so forth. The results are interesting. Although only 22 percent of the children we have come

in contact with have any knowledge of older people outside of the family, they tend to ascribe negative, incapable characteristics to the older person. This is despite the fact that they do not have contact with other older people.

Not having contact with older people, they still see older people as sick, tired, and ugly. They maintain that older people sit and rock. You can ask the question, where did the children derive these attitudes? The answer is basically from the socializing media. The socializing media include the printed word, the broadcast media of television and radio, friends, family and so forth.

We have examined two of the media, the printed word and television and have done a developmental analysis on these media. We have found generally despite the whitewashing of the network executives that preceded me, older people are not present. In an examination of 200 half hour segments of television, including commercials, we found only 194 characters, less than one older character per half hour, including commercials which averages to a very poor ratio considering the dozens of characters who go through a screen every half hour.

We looked at NBC, Metromedia, ABC, and CBS for the characteristics of older people as portrayed on television. While the network executives can mention one or two shows where there is an older character, by and large, older people are omitted, and 34 percent of all of the shows that we looked at had no older characters in them. When older characters are present, they tend to be limited, they tend to be stereotyped in terms of their health, they tend to be white, they tend to be male. We have racism, sexism compounded with agism.

Generally speaking, in no cases are they constructive, nor do they care for themselves. Having older persons omitted from five-sixths of the children's literature and one-third of all the broadcast messages conveys something in itself. Older people are irrelevant.

As John Temple from the National Council of Aging noted, in a publication. "The Mass Media," ageism may be demonstrated by simple media neglect. I think I will stop at that point.

Chairman PEPPER. We thank you very much for a very able and excellent presentation that you have made. I will just ask a few questions because all of us have to go. How do academic researchers identify characters as elderly?

Mr. ANSELLO. The older person must be physically drawn or appear to be older. The older person must be verbally described as older and/or the older person may be occupationally positioned as older, that is, retired for some time or the parent of a 30-year-old. We use a combination of criteria in order to determine if a character should be considered old. We do not just go by appearance alone.

Chairman PEPPER. If we could just make a factual statement without the exaggeration, it would seem to be helpful to me. Many of the questions about the influence of stereotypic portrayal of the elderly on children remain unanswered. What questions remain unanswered, in your opinion?

Mr. ANSELLO. I think the major question is what impact greater reliance upon television for socializing children, what influence that will have upon children. Previous generations of children



have, as they aged, developed more positive attitudes toward older people. However, previous generations of children have had significantly more regular contact with older persons outside of the family.

Chairman PEPPER. At what age do the young people, children particularly, define a person of old age? What do they consider old age? At what age do they begin to ascribe that characteristic?

Mr. ANSELLO. Generally speaking, we observed that children ascribe the same characteristics to almost everyone "above middle age"; it does not seem to make much difference to children in terms of the way they see them.

Chairman PEPPER. I remember when I was in college, one time an alumnus came to the college and he was 50 years of age. He made a very pathetic appeal to the student body, told them he was an old man then and he was reminiscing about his student days and his youth had gone now. He was an old man and all of that. He called himself an old man at 50. At what age do children begin to call a person an old person?

Mr. ANSELLO. I think anywhere after 40 or so, I suspect.

Chairman PEPPER. From 40 on?

Mr. ANSELLO. I would suspect so.

Chairman PEPPER. Yet people between 40 and 50 would not like very much to be called old people.

Mr. ANSELLO. I do not think they would.

Chairman PEPPER. Children confront many stimuli which pertain to the elderly which you have studied extensively. Is it possible to determine the influence of any single medium on children's views of the elderly?

Mr. ANSELLO. It seems that television is the medium of choice of those children now. When I work with first graders, I find that they prefer television to the printed word. They oftentimes prefer television to their friends and family.

I would reiterate that in previous times we found that, as children age, they develop more positive attitudes toward older people but now the children do not have regular contact with older people and television can do nothing but fill the void. The message that television carries is all the more important today than it used to be.

Chairman PEPPER. So you think a large part of the responsibility for the conception that children have of old people is conveyed by television?

Mr. ANSELLO. Yes. I do.

Chairman PEPPER. What influence do you attribute to radio?

Mr. ANSELLO. Radio is a virtually nonexistent phenomenon for most preadolescents, from my studies. I think the adolescents and preadolescents become more interested in radio but more for music than to learn values, I suspect.

Chairman PEPPER. One other question, in the housing projects we have in the country, do you think it desirable that older people be intermingled with younger people with normal families so that there are children in their environment instead of living altogether with older people in a condominium where only old people live?

Mr. ANSELLO. Personally, I do, but I think basically an individual should have the right to pay money and take the choice. If an

individual wants to live in a segregated housing situation, fine. If they want to live in integrated housing, not in racial age-related terms, that is fine also.

Chairman PEPPER. What about children's cartoons, are there older people portrayed in those cartoons?

Mr. ANSELLO. I do not know about children's cartoons. I know about cartoons in adult magazines and so forth. Generally when older people appear, they appear either as the object of sexual ridicule or as the object of mental ridicule. Those are the two primary formats for older people in cartoons.

Chairman PEPPER. Miss Oakar?

Miss OAKAR. I just wanted to ask one quick question. It has been my experience when young children have immediate contact with an older person, that they respond to them very well. I have always felt that my mother's grandchildren, there was never a generation gap. They might go to her before they would go to their own parents. If children do not have that contact, are they more likely to be susceptible to the stereotyped images of the media?

Mr. ANSELLO. I think precisely that is what is happening. I think to be able to point to one or two shows that a network offers that have older characters in them is insufficient because children watch about 25 hours of TV a week. I think that is an underestimate. Our studies indicate that children are socialized through more hours of television than they will ever be socialized by formal education in their entire life.

By the time a child finishes the first grade, he or she has had more TV time than he or she will ever have in formal education time. Consequently the message television is conveying is all the more important.

Miss OAKAR. That is why the quality people demand quality in education.

Mr. ANSELLO. And not quality television.

Miss OAKAR. Thank you.

Chairman PEPPER. So you are emphasizing the dramatist's responsibility, because of its powerful impact, that people who put television shows on the air prepare—

Mr. ANSELLO. There is no way of comparing it to anything we have ever had before. It is immense. I do not know how to describe it.

Chairman PEPPER. Thank you very much and we will keep in touch with you for consultation from time to time.

Mr. ANSELLO. Thank you.

Chairman PEPPER. That is the last witness. We want to thank all who have participated today. This concludes our hearing.

[Whereupon at 2:45 p.m., the committee was adjourned, subject to the call of the chair.]

APPENDIX 1

AGE STEREOTYPING AND TELEVISION

A STAFF REVIEW

HOUSE SELECT COMMITTEE ON AGING

SEPTEMBER 6, 1977

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AGE STEREOTYPING AND TELEVISION:  
A STAFF REVIEW

I. DEFINITION OF TERMS

This study examines the ways in which the elderly are portrayed on commercial television and details the impact of televised portrayal of the elderly. Stereotypes are defined as simplified, inaccurate conceptions or images which have standardized and are commonly held.

Although this study focuses specifically on stereotyping of the elderly, persons of other age groups are stereotyped, as well. For example, those arguing for the 18 year old vote confronted the stereotype of the 18 year old as irresponsible and politically ignorant. The stereotypes of the "middle-aged man" and the "menopausal woman" are in part age based.

Stereotyping of the elderly is not the unique product of this century. In the Rhetoric, for example, Aristotle describes elderly men as "cynical", "distrustful", "small minded", "not generous", "cowardly", "fearful", "too fond of themselves", "shameless", "slaves to the love of gain", "querulous". "Their fits of anger" he notes, "are sudden but feeble. Their sensual passions have either altogether gone or have lost their vigour". (II, ch.13)

Although stereotyping of the elderly can be found in literature, in the movies, on radio and in other forms of communication, this study focuses on television because of television's comparatively high influence and indisputable impact.

The Roper organization, in a report titled "Changing Public Attitudes Toward Television and Other Mass Media 1959-1976" notes that since 1963 television has led all other media as a source of of news. (p3)

*"First, I'd like to ask you where you usually get most of your news about what's going on in the world today—from the newspapers or radio or television or magazines or talking to people or where?"*

Source of most news:	12/59 %	11/61 %	11/63 %	11/64 %	1/67 %	11/68 %	1/71 %	11/72 %	11/74 %	11/76 %
Television	51	52	55	58	64	59	60	64	65	64
Newspapers	57	57	53	56	55	49	48	50	47	49
Radio	34	34	29	26	28	25	23	21	21	19
Magazines	8	9	6	8	7	7	5	6	4	7
People	4	5	4	5	4	5	4	4	4	5
All mentions	154	157	147	153	158	145	140	145	141	144
Don't know or no answer (DK/NA)	1	3	3	3	2	3	1	1	-	-

Over a period of 18 years Roper also monitored "how well newspapers and television are regarded at the local level when compared with two other community institutions, schools and government". (p12)

The report concludes that television stations "continue to hold a commanding lead on good performance over the three other community

institutions against which they have been measured since 1959". (p12)

		<i>Percent considering the performance as:</i>		
		<i>Excellent or good</i>	<i>Fair or poor</i>	<i>Don't know or no answer</i>
		<i>C<sub>10</sub></i>	<i>C<sub>16</sub></i>	<i>C<sub>16</sub></i>
Television stations	11/76	70	25	5
	11/74	71	25	4
	11/72	60	36	4
	1/71	59	36	5
	11/68	57	36	7
	1/67	64	30	6
	11/64	62	28	10
	11/63	60	31	9
	11/61	57	34	9
	12/59	59	32	9
Churches	11/76	66	20	14
	11/74	66	20	14
Police	11/76	65	29	6
	11/74	65	29	6
Newspapers	11/76	59	35	6
	11/74	58	36	6
	11/72	51	43	6
	1/71	48	46	6
	11/68	51	41	8
	1/67	59	34	7
	11/64	55	36	9
	11/63	55	36	9
	11/61	59	32	9
	12/59	64	30	6
Schools	11/76	47	36	17
	11/74	50	30	20
	11/72	50	35	15
	1/71	50	37	13
	11/68	58	29	13
	1/67	61	25	14
	11/64	62	22	16
	11/63	61	24	15
	11/61	61	25	14
	12/59	64	26	10
Local government	11/76	41	48	11
	11/74	36	52	12
	11/72	37	53	10
	1/71	34	55	11
	11/68	41	47	12
	1/67	45	42	13
	11/64	47	38	15
	11/63	43	43	14
	11/61	45	42	13
	12/59	44	43	13



## II. COMMONLY HELD STEREOTYPES OF THE ELDERLY

A stereotype either idealizes or denigrates a group of persons. To the extent that a depiction of a group reflects reality, it cannot fairly be considered a stereotype. For example, elderly persons suffer a high suicide rate.<sup>1</sup> Consequently it would be difficult to argue that televised portrayal of an elderly suicide was for that reason stereotypic. If every elderly person shown was suicidal, however, the program clearly would not reflect reality and might be considered stereotypic. Similarly, compared to the population at large, elderly persons suffer hearing loss at a disproportionate rates.<sup>2</sup> To portray an elderly person as hearing impaired and requiring a hearing aid would probably be considered realistic not stereotypic. (Ridiculing an elderly character for his/her inability to hear could be considered insensitive although not stereotypic).

The Gray Panthers, a group instrumental in focusing public consciousness on stereotyping and the media, has developed a list of characteristics<sup>3</sup> which it considers stereotypic:

**STEREOTYPES:** Any oversimplification or generalization of the characteristics and images of old age that demean or ridicule older people.  
Examples:

Appearance: face always blank or expressionless;  
body always bent over and infirm.

Clothing: men's baggy and unpressed; women's frumpy and ill-fitting.

Speech: halting and high-pitched.

Personality: stubborn, rigid, forgetful.

In comparison to others, are older people depicted as less capable? Do they have less to contribute? Are their ideas usually old-fashioned? Is the "rocking chair" image predominant?

**DISTORTIONS:** The use of myth or outright falsehoods to depict old age as either an idyllic or moribund state of life. Examples:

1. Are older people depicted as intruders or meddlers in the relationships of others?
2. Are older people ridiculed when they show sexual feelings?
3. When there is an age difference in romantic relationships, are older women accorded the same respect as older men?
4. Are old people patronized and treated as children?

**OMISSIONS:** The exclusion or avoidance of older people, of their life concerns and of the positive aspects of aging. Examples:

1. Are the oppressive conditions under which older people must live in society analyzed? Are alternatives to the existing conditions presented?
2. In any discussion of social and economic issues, are the perspectives of older people included?
3. Are older people directly involved in writing, directing and producing the program?
4. How about the acting? Are there valid reasons for young actors to play the roles of older people?

Studies have isolated various stereotypes of the elderly including the views "that older people are generally ill, tired, not sexually interested, mentally slower, forgetful and less able to learn new things, grouchy, withdrawn, feeling sorry for themselves, less likely to participate in activities (except perhaps religion), isolated, in the least happy or fortunate time of life, unproductive, defensive in various combinations and with various emphasis". A stereotype can be exposed by examining the behavior of the group supposedly stereotyped to determine whether the ascribed characteristics actually characterize that group.

## AS PERSONS AGE THEY BECOME INFLEXIBLE, RIGID, AND SET IN THEIR WAYS

This stereotype manifests itself in such assertions as "you can't teach an old dog new tricks".

An ambitious longitudinal study of personalities of persons disconfirms this stereotype. Mass and Kuypers studied 142 Californians over a 40 year period and found no support for "popular beliefs that aging ushers in a massive decline in psychological functioning or a narrowing down of ways to live". Instead the study found fundamental personality continuities.<sup>5</sup>

The willingness of older people to assimilate change was demonstrated by Danowski and Sacks who placed a computer terminal in a retirement hotel for use by the elderly residents. The researchers were surprised "at the existing favorable attitudes toward computers". Despite the fact that older persons generally have little contact with computers, the elderly involved in the project expressed little frustration (37%) with the computers and a high level of confidence (70%) that computers can help senior citizens.<sup>6</sup>

## AS PERSONS AGE THEY DECLINE IN INTELLIGENCE

Dr. Samuel Johnson commented on this stereotype when he observed that "there is a wicked inclination to suppose an old man decayed in his intellect". Unfortunately, that "wicked inclination" has, in the past, drawn support from age-biased I.Q. tests which defined and measured abilities important during youth.<sup>7</sup> Recent findings have unmasked these biases. For instance, longitudinal studies conducted

at Duke University concluded that intelligence does not decline between 60 and 69. The only exception found was in persons with very high blood pressure.<sup>8</sup> One 12 year study of persons who averaged 81 years of age, found actual increases in ability.<sup>9</sup> In 1973 the American Psychological Association, in effect, abandoned the notion that the relation between age and intelligence is inverse.<sup>10</sup>

#### AS PERSONS AGE THEIR LEVEL OF INFORMATION AND KNOWLEDGE DECLINES

Persons over 60 do typically earn lower scores on public affairs and scientific knowledge tests than do younger persons. But the difference between the scores of persons over 60 and the scores of younger persons in large part tends to be a function of educational level not age. Schramm and Wade<sup>11</sup> reanalyzed a number of surveys assessing knowledge and concluded that "when education is controlled, there is little if any difference in knowledge by age."

#### AS PERSONS AGE THEIR PRODUCTIVITY DECLINES

During World War II it was necessary to employ retired older workers in the aircraft plants of Southern California. At that time, Professor Ross McFarland conducted a study which found that older workers "had greater stability on the job, fewer accidents and less time lost from work than younger employees". McFarland concluded that it was "unfair to judge workers in terms of their chronological age".<sup>12</sup> Since McFarland's pioneering research studies by the Department of Labor and the National Council on Aging,<sup>13</sup> among others, have found that older workers are able to produce work which is qualitatively

and quantitatively equal or superior to that of younger workers. In fact, the Labor Department found greater differences in productivity within age groups than between age groups. The assumptions embedded in such linguistic conventions as "firms need young blood", the elderly are in "their twilight years", encapsulate a stereotype challenged by such research.

ELDERLY PERSONS ARE UNHAPPY. THEY FEEL SORRY FOR THEMSELVES.

A survey of 444 from Long Island, (reported in 'Newsday 6-14-77) noted that "people between the ages of 25 and 35 were no more likely than those over the age of 65 to either welcome or dread birthdays", and that "income is more<sup>14</sup> related to saying that one is happy than any other factor".

ELDERLY PERSONS RESIDE IN INSTITUTIONS

One study found that "75% of a sample of nursing students thought older persons resided in nursing homes while 35% of a group of young psychologists thought the same".<sup>14</sup> In fact, only about 5% of the elderly<sup>15</sup> are institutionalized.

ELDERLY PERSONS DISENGAGE FROM SOCIETY

Some elderly persons do disengage from society. Many do not. 15,184 elderly persons serve as Foster Grandparents; 233,878 participate as Retired Senior Volunteers, and 2,708 serve as Senior Companions. Data noting that the elderly favor public affairs and and news programming disconfirm that, in general, elderly persons are motivated by a desire to disengage from society.

ELDERLY PERSONS ARE (STEREOTYPE ONE) SEXLESS OR  
(STEREOTYPE TWO) "DIRTY OLD MEN/WOMEN"

Simone de Beauvoir has noted that "if old people show the same desires, the same feelings, and the same requirements as the young, the world looks upon them with disgust; in them love and jealousy seem revolting or absurd, sexuality repulsive..."<sup>16</sup>

Although frequency of sexual intercourse declines from age 20, many persons "remain sexually active into their 70's".<sup>17</sup> There is no evidence to suggest that elderly persons commit more sex crimes than any other segment of the population. In 1975, according to the Uniform Crime Reports, of 21,963 arrests for forcible rape, 55 or .25 percent were arrests of persons age 65 and over. Of 50,837 arrests for sex offenses other than forcible rape and prostitution, 732 of 1.4 percent were arrests of persons age 65 and over.<sup>18</sup>

The antithetic stereotypes of the old as either sexless or lecherous are both challenged by fact.

### III. THE CONSEQUENCES OF NEGATIVE STEREOTYPING

Negative stereotypes of the elderly affect not only the elderly but also persons of all ages who must adjust to and plan for the process of becoming older.

#### SELF-FULFILLING PROPHECIES

Persons of all ages seek role models to help define the way in which they ought to act. Often forced into retirement, isolated from family, experiencing the deaths of close friends and life-long companions, the elderly suffer an acute need for successful models of aging. Stereotypes can become self-fulfilling prophecies if the elderly, those who are interested in the elderly and those who grow older daily permit stereotypes to define the identity of the elderly persons. Rubin points out one example of self-fulfilling prophecy, when he argues that the widespread belief that age brings sexual dysfunction has a self-fulfilling effect.<sup>19</sup> Similarly, teachers are familiar with the older person who returns to school and faces the first exam with the assumption the he/she is simply too old to learn and cannot keep up with "the young people".

We are influenced both by our own expectations and by the expectations of others. The impact of one person's expectations on another person's performance was demonstrated in Rosenthal's experiments.<sup>20</sup> Rosenthal found that the teacher's expectations of student performance apparently produced student performance. The power of the expectations of others was demonstrated also by Dr. Tom Leo Smith of the University of Denver "who concluded from

his studies that it is possible even for young adults to exhibit symptoms of "senility" when others behave toward them as if they were old".<sup>21</sup>

The consequences of age stereotyping, then, influences persons of all age groups. As Bennett and Eckman note: "Negative views of aging, life in general, and oneself may result in an old person's unwillingness or inability to seek needed services, health care, or other types of assistance. Negative attitudes of old people may affect others in their environs, who in turn may feel free to respond negatively to old people or to ignore them completely".<sup>22</sup>

#### IMPACT OF STEREOTYPES ON LEGISLATION

Stereotypes about the elderly have been embodied in and perpetuated by legislation. The misguided belief that an arbitrary age signals a decline in productivity and incipient senility is perpetuated in the Age Discrimination in Employment Act which fails to protect the worker over 65 from age discrimination. That stereotype also fosters the custodial mentality which drives the elderly into costly and often needless institutionalization.

One study of nursing home patients in Massachusetts concluded that as many as 40% of its residents could be treated at home for a lower cost if the law allowed. Testimony provided by HEW revealed that between 14 to 25 percent of the one million institutionalized elderly may be unnecessarily maintained in an institutional setting. Yet, the federal government perpetuates needless institutionalization of the elderly. Of Medicaid's \$3.2 billion budget for the elderly -- almost 70% goes to nursing homes and only 1% for home health alternatives. The vast majority of elderly must rely largely on Medicare



and Medicaid support, neither of which will pay for home health care services.

#### IV. FRACTURING NEGATIVE STEREOTYPES

Direct contact with members of the stereotyped group has the potential to minimize negative stereotyping. Thus, those who have direct contact with elderly persons hold few negative views of the elderly.<sup>23</sup> Of course, one's views of older persons are in part a function of the type and conditions of exposure. Exposure to non-institutionalized older people, for example, was found to produce attitudes which were positive, while exposure to institutionalized older persons tended to produce negative attitudes.<sup>24</sup> It is significant that children who attribute negative characteristics to the elderly, attribute positive attributes to their own grandparents.

Television is able to reinforce and fracture stereotypes. In a few hours, television can provide greater contact with members of a stereotyped group than one might ordinarily experience in a life time. Thus Harris notes, "Because the public's exposure to older persons is potentially more frequent and diversified on television than in real life, it is likely that television could ameliorate misunderstandings faster than the population itself." A national survey based on interviews with 1,104 adults supports this conclusion. The survey evaluated the impact of GETTING ON, an Emmy award winning non-fictional television program about older persons. The study conducted by Lieberman Research, found that the program "succeeded in helping to change the audience's negative images and stereotypes about older people".<sup>26</sup> Positive changes were most pronounced in 18-39 age group:

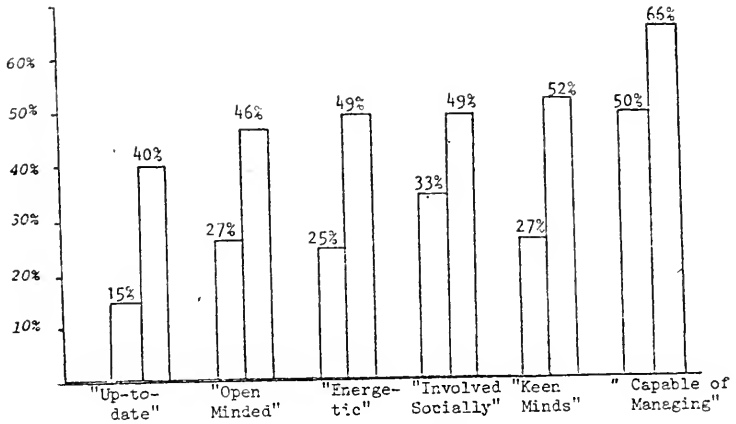


Figure 1. Percentage of younger respondents (18-39) perceiving older people in positive fashion before and after viewing the GETTING ON program.

The study concluded: "These findings suggest that television has a capacity to influence people's perceptions of older people. This capacity can operate in either of two directions -- building positive impressions of older people or reinforcing negative stereotypes of older people -- depending on how older people are actually presented on television".

## THE PROCESS OF HEIGHTENING SENSITIVITY

It is possible to change the filters through which a group is perceived. Jokes ridiculing the handicapped, alcoholics, members of ethnic and racial minorities were once considered a legitimate form of humor. Without compunction, comedians mimicked stutterers and the hard of hearing as well as persons suffering other physical impairments. Such forms of humor are now considered in poor taste. The change is attributable to altered public sensitivity. For example, although a number of comedians continue to base their routines on the assumption that to be an alcoholic is funny, public awareness that alcoholism is a serious problem and not a laughing matter is contributing to a decline in this form of humor. If a form of humor directed against the elderly is in fact offensive, public sensitivity to that fact could be heightened in a similar fashion.

The process of heightening sensitivity about the elderly has already begun. "Gray Panthers" and "Gray Power" are attempting to do for the elderly what "Black is Beautiful" and "Black Power" did for Blacks -- transform the pejorative into the positive while replacing the assumption of powerlessness with the assertion of power.

## V. PROBLEMS INHERENT IN DISCUSSION OF TELEVISION AND AGE STEREOTYPING

DO WE ONLY RECOGNIZE AS ELDERLY THOSE CHARACTERS WHO REIFY STEREOTYPES?

Determining whether a character is elderly or not is problematic. It is possible that the number of the elderly characters identified by television viewers is magnified by our stereotyped view of the elderly.

Because we are the victims of our own stereotyping we may recognize as elderly only those characters who exhibit stereotypic behavior. (A related problem is addressed elsewhere in the report. If stereotyped characters match our stereotypic conception of the elderly, we will fail to recognize that the characters are stereotyped).

The problem is exacerbated by the difficulty in defining and recognizing "elderly" characters. Is being elderly a function of age? The new census data project a life expectancy of over 70 for males and over 80 for females. As life expectancy increases does the age at which one is considered elderly increase ?

Occasionally a television program will reveal the age ascribed to a character as "Maude" did recently by celebrating the lead character's 50th birthday. But typically, a character's chronological age is unknown or unstressed.

The roles the characters assume in relationship to one another will reveal comparative but not actual age. The age of sexual maturation suggests that what we know about the age of a grandparent is that that person is probably at least 13 years older than his or her child and at least 26 years older than his or her grandchild. A person who parented a child at age 18, and whose son or daughter parented a child at age 18 could be a grandparent at age 39.

Role will not then reveal a character's age and a character's age will not necessarily reveal whether that person is "elderly". Likewise, a person's employment status is a poor indicator of age. With the trend toward early retirement, it is not unusual to find a

55 year old retiree. Conversely, many employed persons are older than 65, including such visible persons as Margaret Mead and George Burns.

If one does not determine age by role or employment status, how then is the elderly character to be recognized? By physical appearance? Ecdysiast Sally Rand, 73, is appearing at a Detroit night club after 44 years as a headliner. By hair color? Many persons are gray at 40; others are not gray at 80. By level of activity? Dwight Eisenhower began his second term at age 66. There is obvious difficulty in identifying a televised character as 'elderly'.

#### SOME PERSONS OVER 65 DO BEHAVE IN THE MANNER STEREOTYPED

Carol Burnett argues that she modelled the character criticized by Gray Panthers on her own grandmother, for example. Some elderly persons do exhibit characteristics which are embodied in stereotypes. Most elderly persons do not. Some younger persons also exhibit characteristics which would be stereotyped as "elderly" behavior if the person exhibiting the characteristic were not "young". The danger inherent in attempting to counter any type of stereotyping is that positive stereotypes, which are unrealistic, will replace negative stereotypes, which are also unrealistic. The ideal, of course, would be a balanced portrayal of the range of human possibilities. The nature of the problem is illustrated in the idealized characters which resulted from attempts to change stereotypes of Blacks (e.g., "Julia") and the idealized homosexual characters currently on the screen. Older characters ought not simply be persons who are identical to younger persons in every respect but in addition, are perfect, albeit 65;

on the other hand, old characters ought not be consistently portrayed as feeble minded and worthless, the constant butt of jokes, because either mode of characterization is stereotypic. If television is to reflect reality, elderly characters will not be cut from any single uniform pattern.

#### STEREOTYPING MAY BE INHERENT IN THE MEDIUM

Television traffics in stereotypes. The good cop is uncorruptible, tough but compassionate. The inexperienced rookie -- bright, abrasive, unduly tied to regulations -- or frightened, docile, eager to learn at the feet of some older cop. We could easily characterize: the prostitute with the heart of gold, The Liberal, The Conservative, The Feminist, The Redneck -- all stereotypes. The development and resolution of a story in a half an hour or an hour requires that stock responses to stock characters be tapped. Our willingness to accept as plausible the actions of most televised characters is a function of our ability to stereotype them -- to recognize that their mode of behavior and attitudinal state is representative of a 'type'. Producers do not have time to develop a unique repertoire of responses in an audience and then to capitalize to those responses. Although each has now come to embody the type originally scripted, the characters, Archie Bunker, and Michael Stivic, were recognizable and understandable from the first episode in which each appeared. Given a minimal number of cues, an audience labels televised characters just as they label other persons with whom they come in contact.

A second factor encourages stereotyping, particularly in situational comedies. It is easy to laugh at persons from whom we are able

to divorce ourselves. Many comedic characters elicit laughter by a process of *reductio ad absurdum*. Archie Bunker is trapped in his own bigotry. Maude is trapped in her own feminism. If these characters were not pure types, thus by definition stereotyped, we would perhaps be less likely to laugh at their predicaments.

## VI. TELEVISION'S PORTRAYAL OF THE ELDERLY

### OMISSION AND UNDERREPRESENTATION

Reducing television to quantified data obscures the fact that television has carried a number of programs depicting the elderly in a manner worthy of applause, including NBC's "Do Not Go Gentle Into That Good Night," CBS's "Too Many Candles", the ABC movie "The Champions". In recent seasons, television has also begun to create parents for its middle-aged characters. (e.g., The Mary Tyler Moore Show, Phyllis, The Bob Newhart Show, The Waltons). Barnaby Jones, Barney Miller, and Maude have cast older characters in positive roles central to their plots.

Because some of these changes are not yet reflected in published research, the type of inquiry possible in a congressional hearing is particularly appropriate. Among the questions network representatives will address are, Has depiction of the elderly changed in recent years? And, if so, to what should the changes be attributed?

Since every television season brings a new configuration of programs and televised characters, depiction of any group is constantly changing. Often, by the time data is gathered, processed and published, it is outdated.

The data which do exist suggest that the number of elderly persons depicted on television is disproportionately small. Three out of four television viewers noted in the 1974 NCOA-Harris survey that "on the whole, television programs show young people, not older people."<sup>28</sup> An analysis of 464 prime time characters (1975) found that only 1.5% appeared to be over 64.<sup>29</sup> The report of the U.S. Commission on Civil Rights reported that "The age portrayals of television characters are also markedly different from reality. . . . In the television world, 11.6 percent of the characters were under 21 and 2.7 percent were over 60. In the real world, 37.9 percent of the U.S. population was under 20 in 1970; 14.1 percent was over 60. . . only 3.3 percent of all white female characters were over 60, whereas in fact, 16.8 percent of all white women are that age."<sup>30</sup> In their 1977 profile, Gerbner et al note that "in the symbolic world of prime time television, only 3% of major characters are elderly". Also, although women outlive men and elderly women outnumber elderly men, "elderly women account for less than 1% of the major characters in prime time television."<sup>31</sup>

The notion that some sort of quota system should be imposed on television can easily be reduced to absurdity. For example, how does the percent of middle-aged Catholic plumbers in the population at large compare to the percent of middle-aged Catholic plumbers depicted on television? To the extent that everyone in televisions' audience either falls into the category of "the elderly" or hopes one day to join that category, the issue is more complicated than that move to absurdity would suggest. However, not even those who have noted that



compared to the population at large the number of elderly persons are underrepresented have advocated that exactly 11% of all characters be elderly with proportional distribution by sex and race. The question then becomes, what constitutes an acceptable number of elderly characters, and who determines what is acceptable? That question is viewed by some as raising the spectre of censorship, a topic discussed in the last section of this report.

The clearest and most convincingly documented example of omission of elderly persons comes about as a result of mandatory retirement policies which affect network news. Eric Severeid's absence from the CBS evening news after his 65th birthday this fall bears witness to the effects of mandatory retirement.

The absence of persons over 65 as reporters or anchorpersons on network news, does not indict network coverage of concerns of the elderly, however. A survey of the content of 66 days of network news (drawn from June 1 - August 22, 1977) suggests that the network news programmers are willing to cover newsworthy events of prime concern to the elderly (e.g. mandatory retirement, pensions, social security, housing and the elderly, activities of older persons). On the average, CBS and NBC devoted one news segment to an item of prime concern to the elderly every five days, while ABC on the average, devoted one news segment to a specific concern of the elderly once every 3.5 days.

WHAT ACCOUNTS FOR UNDERREPRESENTATION OF THE ELDERLY  
IN FICTIONAL PROGRAMS

Three contentions are marshalled to defend the underrepresentation of the elderly on television: 1) elderly persons don't want to watch elderly persons; 2) elderly persons are poor consumers; 3) younger persons do not want to see the elderly depicted because it reminds them of the losses, deprivations, and unpleasantness of old age. The popularity of the "Waltons" and "All In The Family" with viewers 65+ suggests that older persons are not averse to watching older persons.<sup>32</sup> A survey of 162 retirees in Michigan supports that conclusion. Sixty-six percent of those surveyed agreed with the statement, "There should be more senior citizens appearing on regular television programs." Sixteen percent neither agreed nor disagreed. Seventeen percent disagreed.<sup>33</sup> When such programming is offered, older persons respond positively.

A study by Dr. Donald Roberts of Stanford (p.44) of "Reactions of Older Views to a New Television Series" which assessed the impact of "Over Easy", a program about older people, for older people, found that older viewers preferred "Over Easy" to the "Merv Griffin Show", "Rhoda", "Dinah", "The Price is Right", "Mike Douglas", "Phyllis", "Days of Our Lives", the afternoon movies, and "Joe Forrester". Only two programs, "All In The Family" and "Wild Kingdom" were preferred over "Over Easy".

The notion that persons over 65 are poor consumers hence, that advertisers would be ill advised to purchase time on programs directed to the elderly, or depicting the elderly in positive roles, is also

The National Council on Aging estimates that questionable./ nineteen percent of proprietary drug sales and 20% of the food purchased for consumption at home are purchased by that 11% of the population over 65.<sup>34</sup> The number of ads addressed to older persons and placed in evening news slots attests to the relationship between viewing audience, consuming audience and time buying. Elderly tend to view and prefer news and public affairs programming.

The notion that the young do not want to watch the old is lodged in the unfortunate assumption that the elderly character necessarily will be cast in an unhappy and deprived role. However, the Lieberman survey of Getting On clearly indicates that the young are willing to watch a show which depicts the elderly in a balanced and non-stereotypic fashion.

#### PORTRAYAL OF THE ELDERLY

When elderly persons do appear on prime time television, their role tends to be negative. Gerbner has argued that a disproportionate role of victimization is borne by old women in televised dramas. The elderly, particularly elderly women, and the poor experience exceptionally high risks of fatal victimization on such programs.<sup>35</sup> For every female character with power, three female characters were chosen as victims. Old black women "are only cast to be killed. They rarely have any other role."<sup>36</sup> One study suggests that the likelihood that a prime time televised character will be cast as "evil" and/or as a failure increases with age. The study found failure and unhappiness related to increasing age of female characters. This pattern might be interpreted "as indicating that aging is associated with increased evil, failure, and unhappiness."<sup>37</sup>

The data from the National Crime Panel surveys do not support the popular belief that the elderly are more likely to be victimized by crime. In fact, the data indicate that the more than 20 million elderly people in this country are far less likely to be criminally victimized than are young persons, whether by personal offenses or by crimes against household property. The studies show that the highest rate of victimization occurs in the younger age groups, with each older group having progressively lower rates. Persons 65 and over had the lowest rates of all.

In the "crimes of violence" category, the rate for the general population in 1973 was 34 victimizations per 1,000 persons, while the elderly experienced 9 victimizations per 1,000. In "crimes of theft," the general population rate was 93 per 1,000 compared with 23 per 1,000 for the elderly. The rates of victimization for "household crimes" were also significantly lower among the elderly than among the general population. Only for one crime category -- personal larceny with contact, which includes crimes like purse snatching and pocket-picking -- were older persons victimized at the same rate as that for all citizens (3 victimizations per 1,000 persons). A table showing the pertinent data from these victimization surveys, including the percent changes in rates for 1973-1974 and 1974-1975, is attached.

Of course, none of these statistics measure the true impact of crime on elderly people. It is widely recognized that elderly crime victims as a group, most of whom live on relatively low fixed income, suffer the greatest financial set-backs, with little hope of recouping their losses.

In 1975, according to the FBI Uniform Crime Reports, of a total of 8,013,645 arrests, 95,391 or 1.2% were arrests of persons 65 years of age and older. The televised portrayal of the elderly as more likely to be villainous or victimized is clearly a distortion.

A recent study concludes that daytime serials depict younger characters as more negative than older characters,<sup>37a</sup> and one cursory analysis employing no controls suggests that the elderly are underrepresented on game shows.<sup>37b</sup> ;

#### VII. PERCEPTION OF DEPICTION OF THE ELDERLY

Actual depiction of the elderly and perceived depiction of the elderly may differ. If, for example, the elderly portrayed on television comport with our stereotyped view of the elderly, the television portrayal may be judged fair when it is in fact distorted. In 1974 Harris found that "on the whole, the public is not critical of the media for the way they project older people."<sup>38</sup> One of five television viewers reported that television programs "make older persons look worse than they really are." However, in assessing the public's general image of the elderly, the survey found that "the image of older people held by the public at large is a distorted one tending to be negative and possibly damaging." Harris concluded that the media "may be protecting and reinforcing the distorted stereotypes of the elderly and myths of old age." Since 1974, a number of groups including the Gray Panthers, the National Council on the Aging, the Getting On television project, have focused public attention on age stereotyping and the media. There is no credible national data to determine whether perception of televised portrayal of the elderly has, as a result, changed. Some tentative data do point in that direction, however.

A reader's poll undertaken by Retirement Living (April 76,p.21)

asked readers to select three words from a list to "describe the way people over 60 are generally depicted on major TV shows." The chart details the percentages of total vote that each word received:

Ridiculous	- 38%
Decrepit	- 26%
Childish	- 25%
Mature	- 24%
Cranky	- 23%
Passe	- 22%
Dignified	- 17%
Wise	- 15%
Lively	- 13%
Petulant	- 12%
Moody	- 10%
With-it	- 9%

It is difficult to generalize from any write-in ballot since there is no assurance that those who respond to such ballots typify the larger population. Retirement Living's discussion of age stereotyping in previous issues may also have sensitized the respondents, biasing the results. In any event, 66.6% of the votes cast identified negative attributes.

(This report does not deal with depiction of the elderly in commercials because a tentatively scheduled hearing will focus directly on that subject. However, studies have found that the elderly object to the way in which they are portrayed in commercials. Davis, for example, found that 48.7% of his sample took exception to the presentation of the older person in commercials.

39

#### VIII. A PROFILE OF THE ELDERLY PERSON AS A TV VIEWER

##### COMPARATIVE EXPOSURE TO TELEVISION

Harris found in 1974 that more persons over 65 spend time watching

television than spend time reading newspapers, listening to the radio, reading books or magazines. Television watching equals or exceeds all forms of media use for persons over 65 regardless of their educational level or income. Measured in hours per day, Harris found that exposure to television among persons over 65 exceeds every age group over 18 years of age. Those 65-69 reported a median daily television total of 2.4 hours; those 70 through 79, 2.3 hours; those 80 and over, 2.0 hours. This compares to 1.8 hours for those 18 through 24, 1.6 hours for those 25 through 29, 1.8 hours for those 40 through 54, and 1.8 hours for those 55 through 64.<sup>40</sup>

#### AMOUNT AND PATTERN OF TELEVISION VIEWING

Studies demonstrate that the only activity to which the elderly devote more time than television is sleeping. Elderly persons average two to six hours watching television per day.

In one survey of 3,000 non-institutionalized persons over 60, 35% reported that watching television was their chief leisure time activity. No other leisure time activity scored above 12%.<sup>41</sup>

There is evidence that television viewing increases with age. Chaffee and Wilson found that viewing among members of a sample of 54 adults increased from age 40 to the 80's.<sup>42</sup> This finding corroborates Steiner's conclusion in the early sixties that television viewing increased among persons over 55.<sup>43</sup>

#### PROGRAM PREFERENCES

Studies indicate that elderly persons prefer news and public affairs

programming over other types of broadcast materials. Situational comedies and variety shows rank as second preference.<sup>44</sup> Since this data is based on the self-report of elderly persons, it is possible that the high rank assigned news and public affairs programming is a product of the interviewees desire to report socially sanctioned activity. Davis (1975) casts doubt on that hypothesis in a study which monitored actual rather than reported usage of television. His findings corroborated the report of elderly subjects who did indeed view more public affairs and news programs than programs of other types.<sup>45</sup>

These findings are consistent with recent surveys of viewing by the elderly. A November 1976 national survey found that more persons 65+ watch situation comedies and variety shows than watch drama, suspense and mysteries, feature films, or adventure shows. The same survey found high exposure to informational programming. A nationally based May 1977 survey again found high exposure to informational programming and also found that variety shows attracted a larger elderly audience than other types of fictional programming. The two programs attracting the largest number of viewers 65+ in November 76 prime time rankings were the "NBC News Update" and "All In The Family". The prime time shows watched by the largest number of elderly in February 1977 were "60 Minutes", "All In The Family", and "The Waltons". "60 Minutes" once again led the list in the May 1977 survey followed by the "NBC Sunday Mystery Movie". The times at which the largest number of persons 65+ watch television, 4:30-7:30 pm, support the conclusion that the elderly watch a great deal of news and public affairs programming.<sup>46</sup>



## THE FUNCTION TELEVISION SERVES IN THE LIVES OF THE ELDERLY

Studies suggest that television informs, entertains, provides role models and serves as a form of social contact for the elderly. Before examining these functions, a more subtle potential impact should be noted. Television may shape a viewer's perception of social reality. A dramatic piece of evidence supporting this hypothesis was reported by Gerbner et al. in their study of televised violence. That study concluded that "Heavy viewers in all sex, age, education, income, reading, and church attendance groups were more imbued with the television view of a "mean world" than were light viewers in the same groups."<sup>47</sup> Since the elderly's comparative consumption of television is higher than any group over age 18, television may be implanting the view of a hostile world in the audience 65+. Since exposure to violent acts on television is most probably greater than exposure to elderly characters, it may be comparatively more difficult to detect the impact of age stereotyping, if any, on those who view a great deal of television. It should be noted, nonetheless, that Harris' comparison of heavy, moderate, light and non-viewers of television did not yield significant differences in <sup>one's</sup> actual perception of the elderly.<sup>48</sup>

The elderly report that television serves a number of identifiable functions for them. It informs. It entertains. It provides a way of passing time. It serves as a form of companionship. It segments the day into manageable units of time.<sup>49</sup> It may, in addition, serve a vital psycho-sociological function. Graney and Graney argue that the mass media "may play a critical role in maintenance of social psychological well-being among older people when friends and relatives are (often) dead and when churches and favored voluntary organizations

are dominated by new and unfamiliar interests."<sup>50</sup> The mass media according to Schramm, "with some people more than others, in some situations more than others -- help to keep old people in touch with environment, combat the progressive disengagement, maintain a sense of 'belonging' to the society around them."<sup>51</sup>

Persons of all ages may also look to television to provide role models of successful aging. Grandma and Grandpa Walton apparently serve that function. Twenty-two percent of those 18 through 64 and 14% of those 65+ who saw such older people on TV, indicated that they looked up to or admired the Waltons (Grandma and Grandpa).<sup>52</sup>

#### IX. STEREOTYPIC ATTITUDES OF CHILDREN TOWARD THE ELDERLY

Stereotypes about the elderly affect all persons who anticipate aging. Whether the inevitable process of growing old is viewed positively or negatively is framed in part by our view of the elderly. Consequently, the finding that children do not want to be like the elderly or to "grow old themselves"<sup>53</sup> is disturbing. Seefeldt et al. evaluated the attitudes toward the elderly of 186 children drawn from various socio-economic, ethnic and racial groups. They concluded,

"Stereotyping the elderly, categorizing them as sick, tired, and ugly, the children in this study expressed distaste and disgust at the prospect of growing old themselves. The majority of the children stated that older people couldn't do anything but sit and rock, go to church, or be pushed in wheelchairs. The physical characteristics of age-- wrinkles, white hair, false teeth -- were viewed with horror by the children." <sup>54</sup>

But while research on the impact of televised violence on children abounds, there is little data addressing the impact of televised por-

trayal of the elderly on children. Since the typical child has watched between 10,000 and 15,000 hours of television by the age of 16, that relationship might be productively explored as might television's ability to correct the view that old age is alien and horrible.

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Part One of the staff report has attempted to define the problems inherent in addressing age stereotyping and television and also to summarize existing data on the issue. Part Two will outline possible courses of action and detail the arguments for and against each. It will also describe guidelines currently governing depiction of the elderly.

## PART II

NATIONAL ASSOCIATION OF BROADCASTERS "TELEVISION CODE"

Title IV paragraph 7 of The Television Code of the National Association of Broadcasters sets as a "Special Program Standard": "Special sensitivity .....in use of material relating to sex, race, age, creed, religious functions or rites, or national or ethnic derivation". Not all broadcasters are members of the National Association of Broadcasters:

<u>Members of the National Association of Broadcasters</u>	<u>Total Number of Broadcasters</u>
2,477 (AM stations)	4,476 (AM stations)
1,794 (FM stations)	2,866 (FM stations)
5 (radio networks)	721 (television stations)
547 TV stations	
3 (television networks)	
434 (associate members who are not broadcasters)	

A broadcaster can be a member of the National Association of Broadcasters without subscribing to the code. A broadcaster who does not subscribe to the code could not display the "NAB Television Seal of Good Practice", and could not serve on the Television Code Review Board.

Included in the television code is a section on regulations and procedures for enforcing standards of conduct. This section contemplates that the Code Authority Director will monitor programming, and file charges concerning possible violations with the Television Code Review Board. To compel compliance the Television Code Review Board could suspend or revoke authority to show the Code seal, i.d., NAB Television Seal Of Good Practice".

The Association has not invoked these procedures. The Code Authority Director has at times brought to the attention of the Television Code Review Board conduct which was thought to amount to violations of the code standards, and the Board has sent letters to code subscribers cautioning them about possible violations. No formal charges were made, or formal hearings held.

Some of these letters, according to Dick Burch, of the Code Department pertained to possible infractions of Section IV, paragraph 7 of the Code dealing with program standards. These letters have not been catalogued, totalled, or indexed, and are not readily retrievable. Consequently it is impossible to know the number of times that broadcasters have been approached about possible violations of code standards relating to sensitivity in the use of materials concerning "age".

A recent Federal District Court decision has created doubts as to whether the National Association of Broadcasters can prescribe and publish standards. There is a question, according to Mr. Burch, as to whether the promulgation of these standards does not exert pressures which constitute an unconstitutional restriction on freedom of speech. Because of the Federal District Court decision, the National Association of Broadcasters has dropped all enforcement activities.

The style of the Federal District Court case is Writers Guild vs. FCC et al. indicates that the decision involved only construction of FCC regulations dealing with programming standards; more specifically a provision or FCC regulation that required programming prior to 9 p.m. eastern standard time be suitable for family viewing. In this case the Writers Guild is complaining about an agreement concurred in by the networks, the National Association of Broadcasters, and the FCC that imposed upon broadcasters a requirement that "programming inappropriate for viewing by a general family audience should not be broadcast during the first hour of network entertainment programming in prime time and in the immediate preceding hour."

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1. Writers Guild Of American, West, Inc., a corporation, et al. v. Federal Communications Commission, et al., 423 F. Supp. 1064 (1976); United States District Court, Central District of California, November 4, 1976

This network policy has been otherwise identified as the "family hour", the "family viewing policy", the 9:00 rule", or the "prime time censorship rule". The policy was adopted to quell complaints about exposing children to sex and violence in television programming.

In its decision the Court had no quarrel with the objectives of the "family viewing policy", but it found that the methods used to initiate the policy constituted a violation of first amendment guarantees of freedom of speech. More specifically the Court found that the FCC's endorsement of the "family viewing policy" in various conferences with the networks and the National Association of Broadcasters must have had the effect of exerting pressure on the networks, and also station broadcasters, to abandon any exercise of individual expression in favor of the FCC's informal expressions of opinion. The Court noted that although there was no compulsion for the networks to go along with FCC's ideas, nevertheless, the networks, and the broadcast stations that they controlled, were sensitive to FCC's licensing and relicensing authority. Viewed from another perspective the Court believed that the FCC's rule making authority was being usurped by the National Association of Broadcasters; that the FCC was in effect yielding its rule making authority to the National Association of Broadcasters; and that rules were being adopted by the FCC and imposed on the industry it regulates without the procedural guarantees of due process implicit in the usual hearing and rule making procedures of the FCC.

In its introductory remarks the Court summarizes the relationship of the defendants by saying:

"The plaintiffs in this case have exposed a joint agreement on the part of the three major television networks, the Federal Communications Commission (FCC), and the National Association of

Broadcasters ("NAB") to permit one group--the NAB Television Code Review Board--to act as a national board of censors for American television. The plaintiffs have experienced a successful attempt by the FCC to pressure the networks and the NAB into adopting a programming policy they did not wish to adopt. The plaintiffs have proven that the FCC formulated and imposed new industry policy without giving the public its right to notice and its right to be heard". /2

Six of the defendants, including the FCC, have appealed from the decision of the District Court. The litigation department of the FCC estimates that it will be at least two years before the 9th Circuit Court of Appeals hands down its decision in this case. FCC contends that the District Court erred in its conclusion that FCC should not have participated in conferences with the networks at which criticisms of the industry were discussed and solutions were sought informally to complaints that too much prime time programming was sex and violence orientated.

The factual information developed above is offered largely to provide a background for considering to what extent the District Court's decision in the Writers Guild case circumscribed the authority of the National Association of Broadcasters to establish program standards for the industry. The memorandum opinion of the trial judge indicates that the Association's practice of adopting and publishing standards is not objectionable, nor does it constitute an infringement of the broadcaster's right of freedom of expression. The Court says that the Association may continue to adopt, publish, and encourage its members to adhere to such standards. However, the Court found that the Association's procedures for enforcing such standards through a Television Code Review Board constituted suppression of

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2. Writers Guild Of America, West, Inc., a corporation et al. v. Federal Communications Commission, et al., 423 F. Supp. 1064, 1071

speech, and in some respects suggested a usurpation of authority which should be exercised only by the FCC. More specifically the Court addressed each of these points in the following comment:

"No one doubts the right of broadcasters to gather together to form a trade association which has a goal of lobbying on behalf of the industry, nor the right of broadcasters to share ideas about programming, nor the right of the NAB to promote what it believes to be high standards by adopting a code. What is in "doubt" is the right of the NAB to influence the legislature or the FCC by interfering with the public's right to independent program decisionmakers. The fact that some means to induce legislative or executive action or inaction are constitutionally protected does not mean that all means to influence conduct or policymakers is similarly sanctioned. The message of *Associated Press v. United States*, 326 U.S. 1, 20, 65, S. Ct. 1416, 1425, 89 L. Ed. 2013 (1945) applies here:

Surely a command that the government itself shall not impede the free flow of ideas does not afford non-governmental combinations a refuge if they impose restraints upon that constitutionally guaranteed freedom ...

In short the NAB has no constitutional right to set up a network board to censor and regulate American television." /3

#### THE FEDERAL COMMUNICATIONS COMMISSION

The airwaves are publically owned. The Federal Communications Commission grants licenses to stations permitting their use of the airwaves. In 1966, the courts (office of communication of the United Church of Christ v. FCC 359 F 2d 994, D.C. Cir. 1966) ordered the FCC to grant standing to citizens groups to enable them to file petitions to deny the licenses of broadcasters.

Every three years television licenses come up for renewal. At that time broadcasters must demonstrate that they are responsive to community needs. Any community group -- including the elderly -- which thinks that the broadcaster is being unfair to it may challenge the license.

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3. *Writers Guild of America, West, Inc., a corporation v. Federal Communications Commission, et al.*, 423 F. Supp. 1064, 1144



Licensees have an obligation to ascertain community problems. This is done in two ways, by consulting with community leaders and by consulting with members of the general public. In meeting this requirement, the applicant for license renewal is expected to choose members from the community leadership and from the community who reflect the composition of the city of license. (Federal Register Mr 3 71, FCC part II p. 4096)

Guidelines governing the ascertainment of both leaders and citizens dictate that it include government, business, labor, agriculture, education, professions, charities, civic organizations, public health and safety, recreation, environment, student and youth organizations, associations of and for the elderly as well as other groups. This list may be subtracted from or added to as the licensee may deem appropriate for his community. The demographic data required consists of population of the community of license and station service area, broken down as to: male and female, youth (17 and under, 18 and above), minorities and elderly (65 and above) (Federal Register Vol. 40. No. 98 May 20, 1975 p. 11095).

# MECHANISMS AND STRATEGIES FOR MINIMIZING STEREOTYPIC PORTRAYAL OF THE ELDERLY

## Heighten Sensitivity

Members of the Gray Panthers Media Watch, the National Council on Aging's Media Resource Center, and the Getting on Television Project have attempted to heighten broadcasters' sensitivity to portrayal of the elderly on television. The Gray Panthers' discussions with the National Association of Broadcasters executives led to the addition of age to title IV paragraph 7 of "The Television Code." NCOA has also exerted pressure on broadcasters. Representatives of the West Coast Media Research Center of NCOA claim "to have talked with 74 producers, 38 story editors and writers, 17 program executives, 14 advertising executives and 26 assorted industry people." In addition NCOA has prepared a 24-page document "designed to inform television producers, directors, writers of facts (vs. stereotypes) about aging to enable them to portray the persons more realistically in TV programs." The brochure has been sent to each member of the writers and producers guilds.

The Getting on Television Project has held two conferences on age stereotyping and television. Two additional conferences are planned. The conference held in New York in August included representatives of ABC, NBC, CBS, Les Brown, TV editor for the New York Times", Dr. Alex Comfort, and Maggie Kuhn, among others.

## Boycotts and Other Forms of Pressure

Any person who finds a program offensive can simply refuse to watch it. If enough persons refuse to watch an offensive program, its ratings will drop and it will be removed from the air.

Any person who finds a program offensive can exert economic influence on those who, in effect, pay to put the program on the air by refusing to buy the products advertised in the offensive programs.

The impact of both of these acts is heightened by communicating dissatisfaction to the producer, the network, the local station, the FCC and the advertiser. The PTA has launched a major campaign to reduce violence on prime time television using these strategies. PTA members voted to tally the number of violent incidents they

see on TV and sent a letter to the local station, the network, the major advertisers and the FCC. The PTA considers the networks on probation and suggests that if progress in reducing video violence is insufficient by year-end the group will consider boycotting programs and advertisers and filing petitions to deny/renewal<sup>license</sup>. The PTA also plans to issue a program ratio guide for parents to use in supervising viewing in television.

The campaign against violence on television has had an impact on advertisers. General Foods, the second or third largest advertiser on network TV will not "as a matter of policy" advertise on any program which "exploits appeals to violence". Greyhound Corporation and its subsidiaries which include Armour and Co. will not advertise on programs involving "excessive violence, explicit sex or antisocial behavior, and inflammatory, prejudicial or controversial treatment of political, religious, life-style or other positions." Other major advertisers which have indicated that they stand against violent programming include General Motors' Chevrolet Division, Joseph Schlitz Brewing Co., Sears and Roebuck, Eastman Kodak Co., General Foods Corp., Burger King, and Proctor and Gamble. These corporations had been among those asked by the AMA to withdraw advertising from violent shows. An AMA study had isolated corporations advertising on programs containing a "huge" amount of violence.

Advertisers are clearly sensitive to the threat of boycott. A number of companies have advised their advertising agencies that they do not want to advertise on "Soap", a controversial new program with sexual themes. General Motors responded to pressures from evangelical groups who objected to reported portrayal of Christ and dropped sponsorship of "Jesus of Nazareth" last Easter. The National Rifle Association encouraged advertisers to cancel their ads on CBS's "The Guns of Autumn" last fall.

Producers and broadcasters have labeled such efforts "censorship" and "blacklisting" raising the spectre of McCarthyism, have argued that such efforts will reduce the quality of programming and minimize controversial programming, have worried that those who approve of television content will either fail to exert counter-pressure or will be drowned out in the din, and have contended that such pressure tactics create a dangerous precedent which may ultimately extend to political content. Those who oppose boycotts and other so-called pressure tactics argue that no pressure group should make the decision about what the public should see. They argue that anyone has the right to turn off his or her own set and contend that ratings reflect public approval or disapproval.

### Additional Regulations

#### Public Sentiment

Roper has monitored public sentiment in governmental regulation of television. He reports (p.15):

*"There has been some talk recently about the government paying more attention to what kinds of programs are shown on television and being more critical of what should and should not be shown. Some people are in favor of this as a way of ensuring high quality television programming. Others are opposed to it on the grounds that it would result in television programs which the government, but not necessarily the public, would like. How about you—do you think: the government should exercise more control over what programs are on TV, or there is about the right amount of government control of TV programming now, or the government should have less control over what programs are on TV?"*

	11/63	11/64	1/67	1/71	11/72	11/74	11/76
	%	%	%	%	%	%	%
The government should exercise more control over what programs are on TV	16	19	18	12	17	15	24
There is about the right amount of government control of TV programming now	43	41	40	48	38	36	34
The government should have less control over what programs are on TV	27	26	28	31	39	41	36
DK/NA	14	14	14	9	6	8	6

Possible Regulation

The U.S. Commission on Civil Rights report, Window Dressing on the Set (Aug. 1977, p. 150) recommended that "The Federal Communications Commission should conduct an inquiry and propose rulemaking on the portrayal of minorities and women in commercial and public television drama." Those who conclude that such action is desirable might make a similar recommendation covering portrayal of the elderly. Those who oppose further regulation argue that it is neither necessary nor desirable and involves potential infringement of First Amendment guarantees.

Kathleen Jamieson, Ph.D.  
Professional Staff.

## FOOTNOTES

- <sup>1</sup>R. Kastenbaum and R. Aisenberg, *THE PSYCHOLOGY OF DEATH* (New York: Springer, 1972).
- <sup>2</sup>"Medical Appliances and the Elderly" House Select Committee on Aging, September 1976, p. 19.
- <sup>3</sup>List provided by the Gray Panthers.
- <sup>4</sup>D.G. McTavish, "Perceptions of Old People: A Review of Research Methodologies and Findings", *THE GERONTOLOGIST*, 1971, p. 97.
- <sup>5</sup>H. Maas and J. Kuypers, *FROM THIRTY TO SEVENTY* (San Francisco: Jassey Bass Inc., 1974).
- <sup>6</sup>James A. Danowski and William Sacks, "Computer Communication and the Elderly", Annenberg School of Communication and Andrus Gerontology Center. Mimeographed paper. U.S.C. February 1976.
- <sup>7</sup>P. Baltes and K. Schaie, "The Myth of the Twilight Years", *PSYCHOLOGY TODAY*, March 1974, p.37.
- <sup>8</sup>Carl Eisendorfer, "Resources for the Aged Reflect Strongly Held Social Myths," *THE CENTER MAGAZINE*, March-April 1975, pp. 13-14.
- <sup>9</sup>G. Kaluger and M. Kaluger, *HUMAN DEVELOPMENT: THE SPAN OF LIFE* (St. Louis, Mo.: C.V. Mosby Co., 1974), p. 303.
- <sup>10</sup>Ibid.
- <sup>11</sup>Wilbur Schramm and Serena Wade, *KNOWLEDGE AND THE PUBLIC MIND* (Stanford: Institute for Communication Research, 1967).
- <sup>12</sup>Ross McFarland, "The Need for Functional Age Measurements in Industrial Gerontology", *INDUSTRIAL GERONTOLOGY*, Fall 1973, p. 1.
- <sup>13</sup>See "Mandatory Retirement: The Social and Human Cost of Enforced Idleness". Report of House Select Committee on Aging, August 1977.
- <sup>14</sup>Cited by Pat Scott, "Some Observations", Getting On Television Project conference. New York, August 10, 1977.
- <sup>15</sup>"New Perspectives in Health Care for Older Americans" House Select Committee on Aging, January 1976, p. 23.
- <sup>16</sup>Simone de Beauvoir, *THE COMING OF AGE* (New York: G.P. Putnam's Sons, 1972).
- <sup>17</sup>Beth Hess, "Stereotypes of the Aged," *JOURNAL OF COMMUNICATION*, Autumn, 1974, p. 77.

<sup>18</sup>FBI

<sup>19</sup>Isadore Rubin, "The Sexless Older Years," THE ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE, March 1968, pp.86-95.

<sup>20</sup>Robert Rosenthal, EXPERIMENTER EFFECT IN BEHAVIORAL RESEARCH (New York: Appleton-Century-Crofts, 1966); Robert Rosenthal and Lenore Jacobson, PYGMALION IN THE CLASSROOM (New York: Holt, Rinehart and Winston, 1968); Robert Rosenthal, "Interpersonal Expectations: Effects of the Experimenter's Hypothesis" in ARTIFACT IN BEHAVIORAL RESEARCH, Robert Rosenthal and R.L. Rosnow, eds. (New York: Academic Press, 1969).

<sup>21</sup>Cited by Lillian Dangott and Margaret Nallis, "Stereotyping The Role of Olness Limits the Growth Potential," HUMANITAS February 1977, p. 49.

<sup>22</sup>R. Bennett and J. Eckman, "Attitudes Toward Aging: A Critical Examination of Recent Literature and Implications for Future Research," in C. Eisendorf and M.P. Lawton, eds., THE PSYCHOLOGY OF ADULT DEVELOPMENT AND AGING (Washington D.C.: American Psychological Association, 1973), pp. 575-576.

<sup>23</sup>L.J. Tuckman and I.Lorge, "Attitudes Toward Aging in Individuals With Experiences with the Aged," JOURNAL OF GENETIC PSYCHOLOGY, 1958, pp. 199-204.

<sup>24</sup>H.A. Rosencranz and E.T. McNevin, "A Factor Analysis of Attitudes Toward The Aged," THE GERONTOLOGIST, 1969, pp. 55-59.

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<sup>52</sup>National Council on the Aging, Inc., Harris survey, p.202.

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This report was prepared with the research assistance of Valerie Renner, Ellen Ax, Karen Reid, Theresa Marrin, Dr. Donald Kirkley, and the Congressional Research Service.

APPENDIX 2

Before the  
SELECT COMMITTEE ON AGING  
of the  
UNITED STATES HOUSE OF REPRESENTATIVES

STATEMENT  
of  
HERMINIO TRAVIESAS  
VICE PRESIDENT  
DEPARTMENT OF BROADCAST STANDARDS  
NATIONAL BROADCASTING COMPANY, INC.  
September 8, 1977

My name is Herminio Traviesas and I am the Vice President in charge of NBC's Department of Broadcast Standards. I have held that position for approximately eight years and was NEC's Director of Broadcast Standards, West Coast, for nearly two years prior to that. My overall experience in radio and television encompasses approximately 40 years and included service as a Vice President of one of the nation's largest advertising agencies, where I was in charge of its Program Department.

NBC welcomes this opportunity to discuss the role of the broadcast media in dealing with the problems and concerns of the aging. NEC is proud of its record in responding to the interests of older viewers and in establishing an ongoing dialogue with various spokesmen for the aging. In our entertainment programming, we strongly encourage the avoidance of demeaning or offensive portrayals of the elderly. In our Network news and public affairs programs, as well as in the comparable local news programming of our five owned television stations, we present a substantial amount of programming covering the problems of the elderly in their day-to-day lives, and the more significant political and social developments in this area.

In our Code of Broadcast Standards, we specifically caution the producers from whom we buy programs, as well as our own programming staff, that:

"Special sensitivity is necessary in presenting material relating to sex, age, race, color, creed, religion or national or ethnic derivation to avoid contributing to damaging or demeaning stereotypes." (Emphasis added.)

The Code also provides that NBC programs "should reflect a wide range of roles for all people and should endeavor to depict men, women and children in a positive manner...." These guidelines, of course, apply to people of all ages.

Advertising messages broadcast over the NBC Network are also subject to the Broadcast Standards Code. "Damaging stereotyping" in commercial messages is expressly prohibited as an "unacceptable" presentation.

In applying the provisions of the NBC Code, members of our Broadcast Standards Department make judgments on more than 2000 outlines and scripts submitted each year to the

Network. Editors within the Department are involved in every step of the production process -- from inception to broadcast. There are meetings, phone calls, comments, memos; and often problems are referred to supervisors and senior executives for decision. The procedure goes on through the final stages of program production.

To make certain that outside producers who supply programs for our schedule are sensitive to our standards, certain NBC executives and I meet in Los Angeles with as many of the outside production starfs as possible before production for a new season begins. During those meetings, we discuss in detail our Code of Broadcast Standards, thus permitting the producers to have a clear understanding in advance of production of what we expect from them.

NBC executives also meet with spokesmen for groups representing the elderly in order to better understand their problems and concerns. For example, in April, members of my Department met with Mr. Louis Hausman, Director of the Media Resources Center of the National Council on Aging. Mr. Hausman related the goals of his group and discussed a number of specific concerns regarding NBC programming. As a

result, specific lines of communication were established between the Council and NBC programming representatives.

In July, certain NBC executives and I attended a luncheon sponsored by the federal Administration on Aging and the New York City Department for the Aging regarding portrayals of the elderly in television programming. A number of speakers expressed their hope that television programs will reflect an increasing awareness that older persons have useful contributions to make to society and should be portrayed in a diversified and positive manner -- rather than as uniformly feeble, destitute or isolated. We concur in that admonition.

The executives of NBC's owned television stations and other station representatives also meet with spokesmen for the elderly as part of their ascertainment responsibilities. In fact, every television station is required by the Federal Communications Commission to conduct interviews each year with community leaders from various categories, including "organizations of and for the elderly." For example, KNBC in Los Angeles has conducted ascertainment interviews in the year ending June 30, 1977 with spokesmen for groups such as the Senior Citizens Group of the Commission on Human Rights in Ventura, California;

the Senior Citizens Nutrition Center in Los Angeles, the Retired Seniors Volunteer Program in Santa Ana; the Spanish American Council of Senior Citizens; and the American Association of Retired Persons, as well as many other senior citizens centers, clubs and organizations.

#### NBC Entertainment Programming Regarding the Elderly

Elderly persons have frequently played pivotal roles in NBC's regularly scheduled series, miniseries and television specials. Over the years, NBC programs have included multi-generational family portrayals, featuring elderly characters who interact in a positive way with the members of their families and others. An example of this type of programming is the JIMMY STEWART SHOW, about an elderly professor in a household spanning the generations from grandfather to young grandchildren.

In addition, NBC has often presented the elderly as dynamic professionals in law and medicine. For example, Burl Ives portrayed Walter Nichols, an attorney appearing in numerous segments of THE BOLD ONES. More recently, Danny Thomas portrayed Dr. Jules Bedford, an elderly general practitioner in

THE PRACTICE. In a different kind of positive presentation of the elderly, Redd Foxx and Whitman Mayo appeared in SANFORD & SON. Currently, Jack Albertson appears as the paternal figure in CHICO AND THE MAN and Roubi Deery is seen as the father of Detective Jim Rockford in THE ROCKFORD FILES. Art Carney was seen on NBC as a police chief in LANTANA'S RABBI, and the distinguished actress Mildred Natwick portrays Beatrice McMillan, the sophisticated and well-intentioned mother in MCMILLAN.

Elderly persons have also played important recurring roles in NBC miniseries, such as THE CAPTAIN AND THE KINGS, which featured elderly actors and actresses in roles as judges, businessmen, politicians, and a nun who works with children.

Important roles for older persons on individual NBC entertainment programs and film presentations are too numerous even to catalogue. Some notable examples include characters portrayed by Chief Dan George, Albert Finney, Katharine Hepburn, and Ida Lupino.

In addition, there have been frequent characterizations



of older persons in guest appearances on regularly scheduled NBC entertainment series. For example, Lucille Benson portrayed an elderly woman who helped defend her son, who was accused of murder, on PETROCELLI, and Ruth Gordon was the first 80-year-old host of NBC's Saturday Night (which draws a large audience among young people.)

During the new season, John Houseman has been cast as a central figure in ASPEN, a six-hour "novel for television." Joseph Cotton and veteran radio and TV actor John McIntire will also appear in key roles. Hermione Baddeley will play an elderly woman who makes special contact with young children in the season premiere of LITTLE HOUSE ON THE PRAIRIE, and Bette Davis appeared as the guest star of LAUGH-IN on September 5. In addition, numerous roles for older actors and actresses will return to NBC programs from previous seasons, and other new ones will be introduced during the coming year.

While it is true that such programs appeal to many older viewers, it cannot be assumed that their appeal is only to the elderly -- or that such programs are the only ones which appeal to older viewers. In fact, it has been our experience that the young, middle aged and elderly all share the common

characteristic of diverse program tastes -- they each enjoy a broad range of entertainment shows, containing a wide assortment of themes, characters and plotlines. A person's age does not limit or determine his or her entertainment tastes. At the same time, of course, NBC endeavors to present a substantial amount of high quality entertainment programming containing characters and portrayals with which older viewers can identify in a positive manner.

Nor should it be assumed that advertisers are not interested in reaching older audiences. Obviously, there are a number of national advertisers who specifically sell products that are used by the elderly and who desire to advertise those products in programs viewed by the elderly.

As a television network seeking to reach as many people as possible, we cannot ignore any major segment of the population. Indeed, our program schedule is designed to provide diversity -- so that everyone can find programming that is enjoyable. We, therefore, are conscious of the fact that there are more than 22 million Americans who are over 65, representing approximately 10.5% of the country's population. That

represents an increase from about 18.5 million in approximately 10 years. By the mid-1980's, it is estimated that there will be over 26.5 million Americans over 65, an increase of 44% in approximately 20 years. As a recent article in Advertising Age (August 22, 1977, p. 42), pointed out: "The over-65 group ... should not be ignored nor taken for granted." We at NBC agree with that view.

#### NBC News and Public Affairs Programming

Substantial attention also is paid to the elderly in NBC news and public affairs programs. Here, millions of viewers become eyewitnesses to the day-to-day problems, needs and accomplishments of our elderly citizens. From nursing home abuses to rising costs for food, housing and transportation; from retirement programs to education and recreation facilities for the elderly; from crimes against the elderly to the need for better medical care, NBC has presented news reports and in-depth examination of topics of general concern to the elderly. A listing of only some of the Network news reports over the past 2-1/2 years dealing with problems of the elderly is included as Exhibit A in the Appendix to this statement, which I have presented to the Chairman.

In addition, NBC programming has provided frequent opportunities for discussion of problems of the aging. For example, Margaret Kuhn, a founder of the Gray Panthers, has discussed problems of the elderly on four NBC Network news programs since May 1975. (She also made a special guest appearance on NBC's Saturday Night and was a guest on THE TONIGHT SHOW on September 5, 1977.) Other spokesmen for the elderly, as well as older citizens with extraordinary talents and achievements, have made appearances on NBC Network interview shows such as THE TONIGHT SHOW, TOMORROW, and THE TODAY SHOW. A sample of some of these programs and other Network shows focusing on the elderly, can be found as Exhibit B of the Appendix.

Our owned stations also produce a large amount of local news and public affairs programming dealing with the aging. In the coming season, for example, WNBC-TV in New York will present a one-hour program each Sunday morning entitled THE PRIME OF YOUR LIFE. The program will deal with the interests, problems, and activities of the elderly, providing information and advice on matters of health, finance, legal problems, recipes, Social Security, and similar subjects of interest. A regular segment will report on places to go and things to see in the New York area at which admission is free.

A sample listing of the local news and public affairs programs that deal with various problems, activities, and concerns of the aging on NDC's five owned stations is also included in our Appendix. The Network, as well as the owned stations, also telecast a substantial number of public service announcements dealing with problems of the aging. Over the past year, approximately 50 such announcements on behalf of the National Council on Aging have been broadcast over the Network.

We recognize that we are fallible and that there is always room for improvement in our programming regarding the elderly. But at NDC we strive to develop a program schedule that is responsive to the tastes and expectations of every age group within our national television audience.

Thank you.

Before the  
SELECT COMMITTEE ON AGING  
of the  
UNITED STATES HOUSE OF REPRESENTATIVES

APPENDIX  
to the  
STATEMENT OF  
HERMINIO TRAVIESAS  
VICE PRESIDENT  
DEPARTMENT OF BROADCAST STANDARDS  
NATIONAL BROADCASTING COMPANY, INC.  
September 8, 1977

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- B. Network Programs Focusing on Concerns and Accomplishments of the Aging.

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- C. KNBC - TV
- D. WNYC - TV
- E. WMAQ - TV
- F. WNEC - TV
- G. WRC - TV

EXHIBIT A

NETWORK NEWS REPORTS REGARDING  
PROBLEMS, INTERESTS AND ACTIVITIES  
OF THE AGING  
(JANUARY 1, 1975 - JULY 31, 1977)



NBC NETWORK NEWS COVERAGE OF THE ELDERLY Jan. 1975 - July 31, 1977

January 22, 1975  
Wednesday

TODAY

Richard Hunt, NBC News, filed a filmed report focusing on the Senate Subcommittee investigation of alleged abuses in nursing homes. Hearings will be held in New York and in Illinois.

January 29, 1975  
Wednesday

NBC NIGHTLY NEWS

Irving R. Levine, NBC News, filed a filmed report from Davenport, Iowa, where the elderly have a difficult time finding a decent place to live because in the '60's voters refused Federal money to build low cost housing for them.

January 30, 1975  
Thursday

NBC NIGHTLY NEWS"Special Report: Feeding the Poor"

Tom Pettit, NBC News, filed a filmed report focusing on a 72 year old widow in Norris, Montana, who must live on \$146.00/month. She can not get food stamps because the county in which she lives voted against joining the National Food Stamp Program

January 31, 1975  
Friday

NBC NIGHTLY NEWS"Special Report: Feeding the Poor"

Tom Pettit, NBC News, filed a filmed report focusing on the inequities of the Federal Food Stamp Program. He profiled an elderly couple in Alabama who have had to wait a long time and encountered many difficulties in obtaining food stamps.

February 2, 1975  
Sunday

NBC SUNDAY NEWS

Carol Simpson, NBC News, filed a filmed report regarding the adverse effect that President Ford's proposal requiring the elderly to pay more for Medicare will have on retired people with low incomes.

February 19, 1975  
Wednesday

NBC NIGHTLY NEWS"Special Report: Nursing Homes"

Betty Rollin, NBC News, filed a filmed report focusing on the history of the Medicare program and cited examples of fraud perpetrated by some nursing homes.

February 21, 1975  
Friday

NBC NIGHTLY NEWS

-The American Medical Association has asked the Supreme Court to rule against the Federal Government's requirement that its employees must retire at the age of 70.

-Mike Jackson, NBC News, filed a filmed report profiling Mrs. Violet Smith, who at the age of 69 runs the King Coal Mine in Colorado and is fighting a Federal Government regulation which would raise the price of coal.

February 24, 1975  
Monday

NBC NEWS WITH

The Supreme Court ruled that it is constitutional to require someone to retire at a mandatory age.

February 25, 1975  
Tuesday

NBC NIGHTLY NEWS

Kenley Jones, NBC News, filed a filmed report focusing on the large number of elderly residing in Miami Beach, Fla. -- 1/2 of whom live on incomes below the poverty level. Yet in silent word has refused to release funds necessary to expand the hot lunch program.

February 26, 1975  
Wednesday

NBC NEWS WITH

The Department of Transportation has recommended that the elderly and the handicapped pay only half fare on any bus or subway system that receives Federal aid.

March 23, 1975  
Sunday

NBC SUNDAY NEWS

Bankers Trust Co of New York reports that retired people are receiving larger pensions than five years ago, but that their purchasing power has dropped 6%. The report concluded that private pensions and social security have not kept up with inflation.

April 25, 1975  
Friday

NBC NEWS WITH

35 million Americans in the Social Security Program are due for an 8% cost of living raise in July of 1975.

May 25, 1975  
Sunday

NBC SUNDAY NEWS

Don Harris, NBC News, filed a filmed report from Dinuba, Calif., where the Senior Citizens Coordinator of the Parks and Recreation Committee has organized a special program which entitles senior citizens to discounts of up to 30% at local stores.

July 21, 1975  
Monday

NBC NIGHTLY NEWS

Don Harris, NBC News, filed a filmed report from Salina Valley, Calif., regarding a program that provides the elderly with free fruit and vegetables from the fields.

July 24, 1975  
Thursday

NBC NEWS WITH

The Federal Council of Aging released a report criticizing President Ford for cutbacks in benefits for the aged. President Ford defended his actions on the basis of economic considerations.

November 21, 1975  
Friday

NBC NIGHTLY NEWS

Mary Alice Williams, NBC News, filed a filmed report focusing on the Supreme Court decision to hear a case regarding forced retirement.

November 24, 1975  
Monday

TODAY

Ray Cullin, NBC News, filed a filmed report from Los Angeles, Calif. where police are investigating a series of 32 rape incidents in which all of the victims were elderly.

January 22, 1976  
Wednesday

TODAY

John Cochran, NBC News, filed a filmed report regarding President Ford's speech to a retired group in which he stated that his budget would hold down inflation which hurt those on fixed incomes the most.

January 22, 1976  
Thursday

NBC MIDDAY NEWS

A spokesman for an association of retired persons told a House Committee that the funeral business utilizes unfair and deceptive practices and causes serious economic and emotional harm to the elderly because of misrepresentation and anti-competitive practices.

February 10, 1976  
Tuesday

TODAY

Rebecca Bell, NBC News, filed a filmed report from a senior citizens center in Chicago, Ill., regarding the reaction of the elderly to President Ford's proposal that those enrolled in the Medicare Program would be insured against having to pay more than \$500/year in hospital bills or \$250/year in doctor bills.

March 8, 1976  
Monday

NBC NIGHTLY NEWS

Carole Simpson, NBC News, filed a filmed report regarding a suit filed by the senior citizens of Ridgewood New York, against the Ford Administration for withholding \$38 million intended to buy food for the elderly.

March 18, 1976  
Thursday

NBC NIGHTLY NEWS

Roy Neal, NBC News, filed a filmed report profiling Dr. Mary Fulstone, 83 years old, who is still actively practicing medicine after 56 years.

March 19, 1976  
Friday

NBC NIGHTLY NEWS

Carole Simpson, NBC News, filed a filmed report regarding a Senate Subcommittee report which stated that many of the elderly who are mentally ill are 'warehoused' in federally funded boarding homes where there is barely enough to eat; the sanitation conditions are deplorable, and there are not any books or planned activities.

April 4, 1976

NBC SUNDAY NEWS

The Federal Government plans to release \$372 million to feed hungry elderly people. HEW stated that the money must be spent by Sept. 1976.

June 4, 1976  
Friday

NBC NIGHTLY NEWS

Mike Jackson, NBC News, filed a filmed report from Chicago, Illinois, where the Senior Citizens Convention was meeting. The major issues were health, security and support for national health insurance.

August 8, 1976  
Sunday

NBC SUNDAY NEWS

Jim Cummins, NBC News, filed a filmed report regarding a hobo convention where 'Streamline Graham' was elected '76 Hobo King mainly due to his promise to set up a retirement home.

August 21, 1976  
Saturday

NBC SATURDAY NEWS

Roy Neal, NBC News, filed a filmed profile of Beulah Walker, 87 years old, who had a heart attack ten years ago. Her doctors prescribed exercise, so Ms. Walker began jogging. She now jogs a mile every day.

- September 3, 1976  
Friday  
NBC NIGHTLY NEWS  
Dr. Johan Bjorksten of Madison, Wisc., told the American Chemical Society that he may have found an enzyme that prevents aging.
- September 7, 1976  
Tuesday  
NBC MIDDAY NEWS  
The Federal Trade Commission has announced that it will investigate the nursing home industry for possible fraud and misleading sales practices.
- September 21, 1976  
Tuesday  
NBC NIGHTLY NEWS  
"Special: Gerontology"  
Carole Simpson, NBC News, filed a filmed report regarding the work that is being done to prevent aging.
- November 9, 1976  
Tuesday  
NBC NIGHTLY NEWS  
Jim Laurie, NBC News, filed a filmed report from Japan where the old tradition of respecting elders has been changing, and old people have been forced to live alone and on welfare. A religious cult tries to help them die with less pain and loneliness.
- November 16, 1976  
Tuesday  
NBC NIGHTLY NEWS  
"Special: Mom & Pop TV"  
Jack Perkins, NBC News, filed a filmed report focusing on David & Ella Revines of Miles City, Montana. Both are in their 60's and run NBC's affiliate, KYUS-TV.
- November 20, 1976  
Saturday  
NBC NIGHTLY NEWS  
A Special Senate Committee has called for a national "meals on wheels" program to provide food for senior citizens who are confined to their homes and cannot fix meals of their own.
- January 13, 1977  
Thursday  
NBC NIGHTLY NEWS  
Bob Kur, NBC News, filed a filmed report about a 74 year old man who died of exposure after Ohio Edison cut off his power because he owed them \$18.00.
- February 5, 1977  
Saturday  
NBC NIGHTLY NEWS  
Gene Randall, NBC News, filed a filmed report from Joliet, Illinois, where a 63 year old man was found frozen in his home. The gas had been shut off because the gas company thought that the house was abandoned.

February 10, 1977  
Thursday

TODAY

President Carter has announced that he will support a plan to help pay the fuel bills of the elderly which have been unusually high because of the bitter winter weather.

February 12, 1977  
Saturday

NBC SATURDAY NEWS

Don Craig, NBC News, filed a filmed report from Chicago, Illinois, where gas companies have pledged that no customer would be denied service during bitter cold weather.

February 23, 1977  
Wednesday

TODAY

Floyd Kalber narrated a filmed report about 72 year old Edward Shaw, a retired ship captain, who walked 24 miles across Lake Erie before he was picked up by the Coast Guard.

April 6, 1977  
Wednesday

NBC NIGHTLY NEWS

Mike Jackson, NBC News, filed a filmed report from St. Cloud, Minn., where a school program requires 6th graders to visit the elderly patients in a Veterans Administration Hospital.

April 12, 1977  
Tuesday

NBC NIGHTLY NEWS

"Special: Nursing Home Alternative for the Elderly"

Betty Furness, NBC News, filed a filmed report regarding a program offered by St. Vincent's Hospital in New York City which is designed to bring coordinated and comprehensive professional health services to elderly home-bound patients. The program costs about half of what a nursing home charges.

April 19, 1977  
Tuesday

TODAY

The U.S. Public Health Service has recommended flu shots next year for the elderly and the chronically ill.

May 11, 1977  
Wednesday

TODAY

Carole Simpson, NBC News, filed a filmed report focusing on the meeting that Rosalyn Carter had with those interested in the problems of the elderly. There were over 2,000 senior citizens at the White House to show their support for the meeting.

May 16, 1977  
Monday

NBC NIGHTLY NEWS

Don Harris, NBC News, filed a filmed report from Oregon where the elderly are given a choice of going to a nursing home or remaining in their own home. For those who elect to stay at home the state provides the services that they need.

May 28, 1977  
Saturday

NBC SATURDAY NEWS

Francis Knight, who has been running the U.S. Passport office for 22 years, has been ordered by the State Department to retire.

June 7, 1977  
Tuesday

NBC NIGHTLY NEWS

Jackson Bain, NBC News, filed a filmed report regarding a test program which provided space technology freeze-dried food to feed the elderly who have difficulty shopping for themselves.

June 8, 1977  
Wednesday

NBC NIGHTLY NEWS

Robert Rager, NBC News, filed a filmed report from Pittsburgh, Pa., where a group of retired people met to protest policies that force mandatory retirement. Actress Ruth Gordon and Harriett Miller, Director, Retirement Association, spoke about age discrimination.

July 26, 1977  
Tuesday

NBC NIGHTLY NEWS

Rick Davis, NBC News, filed a filmed report focusing on Seattle, Washington's, new ordinance which ends mandatory retirement. It states that city workers can work as long as they want or are able to.

July 27, 1977  
Wednesday

TODAY

Charles Rose, NBC News, filed a filmed report regarding the Senate Human Resources Committee hearing on a proposal to eliminate mandatory retirement at age 65. U.S. Senator Frank Church (D-Idaho) and Donald Elisburg, Assistant Labor Secretary, testified in favor of eliminating the restriction.

EXHIBIT B

NETWORK PROGRAMS FOCUSING ON CONCERNS  
AND ACCOMPLISHMENTS OF THE AGING  
(JANUARY 1, 1975 - JULY 31, 1977)



SAMPLE COVERAGE OF THE ELDERLY ON NBC-TV, Jan. 1975 to July 31, 1977

January 1, 1975

Thursday

8:00-11:00pm

(9:03:05-9:08:17pm)

NBC NEWS PRESENTS"Of Women And Men"

A three-hour NBC News presentation pre-empting the entire evening of prime-time programming, which dealt with the basic and revolutionary transformation now underway in the relationship between women and men.

The program included a filmed profile of Lillian Kaplan, 73, who has been married twice but now has a male companion with whom she shares her life.

Co-hosts: Barbara Walters & Tom Snyder

January 19 &amp; 26, 1975

Sunday

7:30-8:30pm

THE WONDERFUL WORLD OF DISNEY"The Sky's The Limit"

A moving drama about a grandfather who rebuilds a bi-plane for his grandson.

Starring: Pat O'Brien and Robert Sampson

March 20, 1975

Thursday

1:00-2:00am

(1:00-1:30am)

TOMORROW

Mr. & Mrs. Morton Hunt, authors of Prime Time, discussed the joys and fulfillment that can be experienced by senior citizens

April 6, 1975

Sunday

3:00-4:00pm

(3:08-3:10pm)

THE BASEBALL WORLD OF JOE GARAGIOLA"Next Year Is Here"

The program included a film clip of a "Kids and Kubs" game in St. Petersburg, Florida, where each member must be at least 75 years old to play.

Host: Joe Garagiola

April 9, 1975

Wednesday

7:00-9:00am

(8:15-8:30am)

TODAY

Felicia Roosevelt, author of Doers and Dowagers, commented on her book which profiles some of the great women in the United States, all of whom are 70 years old or older.

April 16, 1975

Wednesday

8:00-9:00pm

LITTLE HOUSE ON THE PRAIRIE"If I Should Wake Before I Die"

The anguish of an elderly woman whose children have forsaken her was portrayed in this drama. She staged her own wake knowing her children would come to her funeral, but not to her 80th birthday party.

Starring: Josephine Hutchinson

COVERAGE OF THE ELDERLY ON NBC-TV Cont'd

May 14, 1975

Tuesday

7:00-9:00am

(8:38-8:46 &

8:48-8:56am)

TODAY

Jean Baron Nassau, author of Choosing A Nursing Home, and Dr. Leopold Bellak, author of Your Life: A Guide To The Art and Science of Aging, discussed the problems and benefits of the elderly, and Mrs. Beatrice Colbert and Joseph Neleson, senior citizens, discussed returning to college.

May 30, 1975

Friday

11:30pm-1:00am

(12:48-12:56am)

THE TONIGHT SHOW

Maggie Kuhn, founder of the Grey Panthers, talked about the movement for equality for the elderly and the power of the media to influence attitudes in this direction.

June 10, 1975

Tuesday

1:00-2:00am

(1:10-2:00am)

TOMORROW

Maggie Kuhn, founder of the Grey Panthers, Lydia Bragger, media director, Grey Panthers, and Judge Nathan Wernick, retired judge, discussed the work of the Grey Panthers, an organization for the protection of the elderly, and the discrimination that the elderly experience.

June 25, 1975

Wednesday

11:30pm-1:00am

(11:46-11:58pm)

THE TONIGHT SHOW

William Demarest, entertainer, talked about being 83 years old and his career in vaudeville.

August 27, 1975

Wednesday

12:50-12:58am)

THE TONIGHT SHOW

Burt Mustin, former vaudevillian entertainer, discussed life at 90 and performed.

September 11, 1975

Thursday

10:00-11:00pm

MEDICAL STORY

"The Right To Die"

This episode focused on the determination of an elderly woman not to undergo a brain operation.

Starring: Ruth Gordon

October 9, 1975

Thursday

1:30-2:30am\*

(Delay due to Presidential press conference)

(1:45-2:30am)

TOMORROW

Lillian Gish, actress, was interviewed about her career in films which has spanned 74 years. Ms. Gish is presently taking singing and dancing lessons for a Broadway musical appearance.

COVERAGE OF THE ELDERLY ON NBC-TV Cont'd

October 15, 1975 Wednesday 7:00-9:00am (7:47-7:55am)	<u>TODAY</u> Elizabeth Finnigan, Foster Grandparent's Program, was interviewed regarding the tremendous success of a program in San Antonio, Texas, for elderly people who want to work with babies and small children. A film clip was shown.
November 27, 1975 Thursday 10:00-11:00pm	<u>SOCIAL SECURITY: HOW SECURE?</u> A comprehensive study of the Social Security of the U.S. and how it fails to provide an adequate living for the elderly. Reported by Ford Rowan
December 8, 1976 Monday 7:00-9:00am (7:16-7:24am)	<u>TODAY</u> Will and Ariel Durant, co-authors of The Age of Napoleon, discussed their marriage of 62 years and their views on various contemporary issues.
January 8, 1976 Thursday 1:00-2:00am	<u>TOMORROW</u> Appearing with Bill Bufty, author of Sugar Blues, a book which explores the dangers of eating refined sugar, Gloria Swanson, actress, attributed her good health and longevity to good natural foods
February 3, 1976 Tuesday 11:30pm-1:00am (11:40-11:55pm)	<u>THE TONIGHT SHOW</u> Maude Tull, who recently celebrated her 104th birthday, talked about renewing her driver's license for her electric car.
February 11, 1976 Wednesday 7:00-9:00am (8:39-8:49am)	<u>TODAY</u> Dr. Robert Butler, psychiatrist, and Myrna Lewis, psychotherapist, were interviewed about their book, <u>Sex After 60</u> .
February 20, 1976 Friday 7:00-9:00am (8:19-8:30am)	<u>TODAY</u> Margaret Jacks, Florida Dept. of Aging, Fred Hirt, Miami Jewish Nursing Home, and Connie Rudd, St. Petersburg, Fla. official, discussed the elderly population in Florida and the programs available for them.
February 23, 1976 Monday (8:49-8:56am)	<u>TODAY</u> Sula Benel, anthropologist and author of <u>How To Live to Be 100</u> , discussed the studies he has conducted on the longevity of life prevalent in the Ukraine of the Soviet Union.

COVERAGE OF THE ELDERLY ON NBC-TV Cont'd

April 7, 1976  
Wednesday  
11:30pm-1:00am  
(12:44-12:57am)

THE TONIGHT SHOW

Imogene Cunningham, a photographer who is 93 years old discussed her work and showed some of her work.

April 14, 1976  
Wednesday  
1:00-2:00am  
(1:00-1:27am)

TOMORROW

Dr. Ivan Popov and Elliott Goldway, directors and founders of the Renaissance Revitalization Center in Nassau, Bahamas, and Peter Stephen, head of the Peter Stephen Cell Therapy Clinic, were interviewed about their work with 'cell therapy'.

May 13, 1976  
Thursday  
11:30pm-1:00am  
(12:45-12:57am)

THE TONIGHT SHOW

Garson Kanin, talked about mandatory retirement and his opposition to it. Mr. Kanin feels that age improves ability.

May 20, 1976  
Thursday  
11:30pm-1:00am  
(12:50-12:57am)

THE TONIGHT SHOW

Burt Mustin, former vaudevillian entertainer, discussed his long life (over 90) and his career in vaudeville.

May 27, 1976  
Thursday  
9:30-11:00pm  
(10:38-10:55pm)

NBC CELEBRATES AMERICA"The Pursuit of Happiness"

The third in a series of Bicentennial documentaries which explored how Americans pursue their happiness. Part of the program focused on how elderly people, living in retirement complexes find happiness.

Reporter: David Brinkley

June 7, 1976  
Monday  
7:00-9:00am  
(8:16-8:25am)

TODAY

Betty Furness interviewed Mary Astor, a former actress now 70 years old, about her career in a filmed report which focused on the Motion Picture and Television Country House, a retirement home for people involved in the industry located in Woodland Hills, Calif.

June 7, 1976  
Monday  
10:00-11:00pm

JIGSAW JOHN"Ole-Ole An Free"

This episode portrayed how a corrupt nursing home preyed on elderly victims.

Starring: Marjorie Bennett

COVERAGE OF THE ELDERLY ON NBC-TV Cont'd

July 5, 1976  
Monday  
11:30pm-1:00am  
(12:40-12:50am)

THE TONIGHT SHOW

Maggie Kuhn, founder of the Grey Panther movement, discussed the society's fight to promote legislative action against compulsory retirement.

July 19, 1976  
Monday  
7:00-9:00am  
(7:42-7:50am)

TODAY

Dr. Robert Butler, Director of the National Institute on Aging and author of Why Survive? Being Old in America, and Dr. Gairdner Moment, Gerontology Research Center, discussed aging and the need to improve the quality of life for the elderly.

August 28, 1976  
Saturday  
11:30pm-1:00am  
(12:45-12:47am)

PEOPLE

Utilizing the format of the popular publication, 'People', this program focused on the private lives of celebrities and the average American. It featured a segment in which Mildred Newman, a psychologist, talked about the problems of growing old and a bicentennial celebration honoring Charlie Smith, the oldest man in the U.S. who was 134 years old.  
Host: Lily Tomlin

September 7, 1976  
Tuesday  
7:00-9:00am  
(8:39-8:41am)

TODAY

Jane Pauley reported that Dr. Johan Bjorksten, a geriatric researcher, may have discovered an enzyme which can reverse the aging process.

September 8, 1976  
Wednesday  
7:00-9:00am  
(8:37-8:45am)

TODAY

Rolf Martin, researcher, and Dr. E. Kendall Pye, an enzyme specialist, discussed the work that is being done involving an enzyme that could delay the aging process.

November 17, 1976  
Wednesday  
7:00-9:00am  
(7:15-7:30am)

TODAY

Dr. Alex Comfort, author of A Good Age, was interviewed about his latest book which deals with how to prepare for a successful life during old age.

December 7, 1976  
Tuesday  
1:00-2:00am  
(1:47-2:00am)

TOMORROW

Ed Brecker, author of The Sex Doctors, discussed his book and stated that sex can be richer after 60 than with the young.

COVERAGE OF THE ELDERLY ON NBC-TV Cont'd

January 18, 1977  
Wednesday  
11:30pm-1:00am  
(12:47-12:57am)

THE TONIGHT SHOW

Merle Earle, 85 years old, talked about her acting career and the permissiveness in movies.

January 21 & 28, 1977  
Fridays  
10:00-11:00pm

THE ROCKFORD FILES"The Trees, The Bees, and T.T. Flowers"

Jim Rockford successfully rescued a friend of his father's who was committed against his will to a nursing home  
Starring James Garner and Strother Martin

February 9, 1977  
Wednesday  
10:00-11:00pm

TALES OF THE UNEXPECTED"The Mask of Adonis"

An aging producer discovers a clinic for eternal rejuvenation but learns that the ultimate price may be more than he is willing to pay.  
Starring: Robert Foxworth

February 23, 1977  
Wednesday  
7:00-9:00am  
(8:20-8:25am)

TODAY

Dr. Art Ulene, TODAY Family Doctor, narrated a filmed report profiling Maywood David Snyder, 71 years old, who has remained young at heart and mind. Dr. Ulene pointed out that getting old is a state of mind and the importance of keeping physically active.

March 1, 1977  
Tuesday  
11:30pm-1:00am  
(12:46-12:57am)

THE TONIGHT SHOW

Eubie Blake, jazz musician, discussed being 94 years old and told anecdotes about his long career in music

March 9, 1977  
Wednesday  
7:00-9:00am  
(7:41-7:30am)

TODAY

Professor Paul Weiss, philosopher, Dr. Toby Kurzband, pre-retirement consultant, Pace University, and Donald Simpson, Hay Assoc. Management Consultants, debated the issue of mandatory retirement at age 65.

April 5, 1977  
Tuesday  
7:00-9:00am  
(7:16-7:30am)

TODAY

John MacDonald, author of Condominium, discussed his latest book which deals with the poor conditions in a Florida condominium housing development and the psychological problems that retired people face when they sell their homes and move to a Florida condominium

COVERAGE OF THE ELDERLY ON NBC-TV Cont'd

May 6, 1977  
Friday  
11:30pm-1:00am

THE TONIGHT SHOW

Freida Levatter talked about receiving her high school diploma at the age of 93 years old.

May 16, 1977  
Monday  
7:00-9:00am  
(7:43-7:48am)

TODAY

Dr. Art Ulene, TODAY Family Doctor, profiled Ms. Grace Landreth, 81 years old, who is an auto mechanic, a macrame teacher, and an excellent swimmer.

June 27, 1977  
Monday  
11:30pm-1:00am

THE TONIGHT SHOW

Will Geer, actor, spoke out against mandatory retirement at the age of 55.

June 28, 1977  
Tuesday  
7:00-9:00am  
(7:52-7:56am)

TODAY

Paul Cunningham, NBC News, filed a filmed report from Bristol, England, where Mary Victor Bruce, 81 years old, has resumed her career as a stunt flyer.

July 17, 1977  
Sunday  
12:30-1:00pm

MEET THE PRESS

Ray Marshall, Secretary of Labor, estimated that 200,000 jobs could be created by providing home care to the elderly. He also praised the 'meals on wheels' program.

July 26, 1977  
Tuesday  
7:00-9:00am  
(8:17-8:25am)

TODAY

Irving R. Levine, NBC News, interviewed U.S. Representative Paul Findley (R-Ill) and Dr. Richard Lesher, U.S. Chamber of Commerce, regarding mandatory retirement. Rep. Findley was opposed to it, calling it an infringement of one's civil rights. Dr. Lesher favored it.

July 27, 1977  
Wednesday  
7:00-9:00am  
(7:46-7:50am)

TODAY

Dr. Art Ulene, TODAY Family Doctor, narrated a filmed report about a group in Los Angeles, Calif., whose goal is to aid the elderly to grow old gracefully. SAGE sponsors activities designed to allow the person to grow psychologically, emotionally, and spiritually.

COVERAGE OF THE ELDERLY ON NBC-TV Cont'd

July 28, 1977  
Thursday  
7:00-9:00am  
(8:41-8:46am)

TODAY  
Rick Davis, NBC News, filed a filmed report from Seattle, Washington, regarding the effects of the cities' elimination of mandatory retirement at the age of 65. Civil servants are allowed to work as long as they are physically and mentally able.



EXHIBIT C

LOCAL NEWS AND PUBLIC AFFAIRS

COVERAGE OF THE ELDERLY

ON KNBC - TV

(JANUARY 1, 1976 - JUNE 30, 1977)

KNBC NEWS ANALYSIS

1st QUARTER  
1976AFFIRMATIVE ACTION

## SENIOR CITIZEN CONCERNS

1/30/76 Channel 4 Reporter Boyd Matson reported that one thing you can't generalize about is that police work isn't a job for the elderly. Sgt. Robert Houghton joined the Long Beach Police Department in 1920. He is still there at 76, the oldest active policeman in the US. He works the booking desk but has done a little of everything on the force. He wasn't affected by mandatory retirement at age 60 since that rule came long after he joined the force. (6)

2/4/76 Channel 4 Reporter Warren Wilson reported that one of the most frequent crime victims is the elderly. As a result they have almost literally locked themselves in their homes. That condition is the basis for a comprehensive crime prevention program announced by state and local officials. 300 centers will teach the elderly how to protect themselves against burglary, consumer fraud, robberies, muggings and purse snatching. More than 250 volunteers are trained to conduct these workshops. (5)

2/16/76 Channel 4 Reporter Warren Wilson reported that Savon Drug stores is offering a 10% discount to senior citizens on prescription drugs. The move is a result of a court decision and may spread. The decision struck down sections of the professions and business code which prohibited the advertising of discounts on prescriptions and drugs. (5)

2/16/76 Channel 4 Reporter Joe Ramirez was on hand for the dedication of the world's first professional school to study the aging at USC/Leonard Davis School of Gerontology. Guest Speaker was former Sen. Sam Ervin who retired last year at the age of 78. (6)

2/27/76 Channel 4 Reporter Jane Gibbons reported that Ralph Preston 72, claims if he hadn't started riding he'd probably be dead now, that bike riding has made him physically and mentally healthy. He was honored with a Presidential Sports Award signed by Gerald Ford and has logged more than 30,000 miles on his \$800. French bike. (6)

3/3/76 Channel 4 Reporter Felicia Jeter reported that a little known law got some publicity today. Sup. James Hayes told 72 year old Robert Powell that he was eligible for up to 96% rebate on his property taxes depending on income. Powell will get back 92% of his taxes which means he will be able to move out of his camper and back into his home. (6)

3/23/76 Channel 4 Reporter Boyd Matson reported that 'old pros' are having their tournament competition ... minimum age 50. There is a state shuffleboard hall of fame and three hall of famers were entered. (5)

AFFIRMATIVE ACTION

## SENIOR CITIZEN CONCERNS

4/19/76 Channel 4 Reporter Felicia Jeter had the story on a number of senior citizens who complained that they have been denied hot meals for the last seven months, meals that federal funds had been allocated for. They were from Lynwood, Southgate and Compton. The Hub City Buyers Club in Compton had been responsible for their hot meal program but that agency is now under federal investigation for allegedly misusing funds and a freeze has been put on any future funding. Meanwhile in Watts, arrangements are being made to feed the 500 seniors who are caught in the middle. The Watts Labor Community Action Committee already feeds 360 seniors every day and has volunteered to double its efforts. (6)

4/23/76 Channel 4 Reporter Robin Groth reported that the Senior Citizens Bicentennial Relay and Running Team are all over 60 years of age and they say they've never felt better in their lives. With the help of a motor home the team will cross county in 2 weeks holding health clinics along the way. (6)

4/29/76 Channel 4 Reporter John Marshall reported on a formal dedication at the oldest school in Los Angeles. Students (former) in their 80's and 90's attended the event at El Sereno school. (6)

5/11/76 Channel 4 Reporter Laurel Erickson reported that the PUC held the last in a series of statewide public hearings to discuss the proposed 120 million dollar rate hike by the pacific telephone company. A lot of senior citizens showed up to protest the rate request but the main thing was Pacific's request to start charging 20¢ for directory assistance calls. However, the hearing was not being held to discuss that. (5)

5/24/76 Channel 4 Reporter Gail Christion had the story on some hospital interns and senior citizens who were part of a coalition of pickets marching on the hall of administration because they were upset over plans to make major cuts in the county's health budget. (5)

6/21/76 Channel 4 Reporter Laurel Erickson reported that some senior citizens opened up a Santa's workshop in East Los Angeles. Thanks to 89 year old Juanita Segura and other retired seniors, barrio children get toys at Christmas. The group, Retired Senior Volunteers for the past three years, have collected and repaired discarded toys. Each senior has a specialty, the women repairs wigs and sew, the men lean toward mechanics. (6)

6/23/76 Channel 4 Reporter Tritia Toyota was at a protest of about a hundred senior citizens. For the last couple of years social security recipients have had their annual cost of living increase taken away through a matching decrease in state aid. They want to make sure current state legislation due to come before the senate tomorrow is approved. (6)

ANBC NEWS ANALYSIS

3rd QUARTER  
1976AFFIRMATIVE ACTION

## SENIOR CITIZEN CONCERNS

7/5/76 Susan Friedman reported that there was a parade of patriots whose average age is 85. It wound around the gardens of the Saint Ann's Home in Boyle Heights (5)

7/6/76 Laurel Erickson reported on Ed Edleman's proposal to have unincorporated areas of County approve a referendum similar to the one three years ago that voters in LA approved for construction of public housing for the elderly. If the plan goes through people like Clarice Gandle, 80, would be eligible for low cost public housing spending only 1/4 of their income on housing. Plan would cost local taxpayers nothing he says and county would not be responsible for the project until it is paid off in about 30 years. A non-profit corporation would sell bonds, bonds would be paid off by federal subsidies plus rent. Any eligible senior citizen could move in though apartments would be built in un-incorporated areas. (5)

7/8/76 Steve Mallory reported re Senior Citizen property tax assistance payments. With rise in taxes, this is welcome. Payments are averaging \$182. per check. Persons 62 and over qualify if they do not earn more than \$10,000 a year. (5&6)

7/19/76 Saul Halpert reports that Robert Highley is President of the Golden Friendship Club at the Ventura 1st Baptist Church. Members are Senior Citizens who belong to the congregation. They brought Chowchilla minister Reynolds VanBuskirk to their meeting looking for spiritual uplift in the preachers message. The prayer led to the safe return of the 26 kidnapped children and their bus driver Ed Ray. The Rev. asked for contributions for the Ed Ray scholarship fund for the children of Chowchilla. (6)

AFFIRMATIVE ACTION

## SENIOR CITIZENS CONCERNS

8/27/76 Susan Friedman reported that a serious pollution problem has hit retirees at Leisure World. Two power plants in their area have to use high sulphur fuel oil for making electricity. Besides the air pollution there is 'fly ash' everywhere. For this reason the APCD has asked for a decision from the District's Hearing Board. (6)

8/27/76 Heidi Schulman reported that the strike has inconvenienced a lot of people but particularly the elderly. The Westside Jewish Center and the Jewish Federation Council pressed a van into service and the service is free to seniors and the van stops anywhere along the street. (6)

8/30/76 Boyd Matson reported on a program designed to give companionship and help to disabled senior citizens. It was graduation day for 12 seniors in Hollywood with the average age 65. (5,11)

9/17/76 Robin Groth reported on a Senior Citizens class at an adult education center. Teacher Alicia Noriega emphasizes the positive and teaches about nutrition, community resources and how to enjoy leisure time. It's not all sitting and listening either. A hot lunch is served before going home. Students feel it is a growth experience. (5)

9/21/76 Felicia Jeter reported that among the programs that might be cut back because of tax deductions ... a program that helps ease the isolation that plagues many nursing homes, is LEARNING LINE, as conference call kind of communication between five nursing homes. It permits the elderly at these several homes to talk among themselves, sing, learn, give up loneliness at least once a day. It is a year-old program funded by the county, but with budget cutbacks the program may be ending this month even though it had been successful.

AFFIRMATIVE ACTION

## SENIOR CITIZENS CONCERNS

10/4/76      Furnell Chatman reported on Micro-alert, a device which is a godsend for seniors and people with heart ailments, etc. The size of a book of matches, it automatically dials any number or series of numbers pre-programmed and then plays a recorded emergency message via telephone. The transmitter which activates it is designed to wear as a pendant & is totally wireless. It has been successfully tested by Katherine Held of Duarte who has a serious heart condition and has used it several times. (5, 11)

10/6/76      Warren Wilson reported that LA County Nurses learned the do's and don't's of inoculation guns. The inoculation program for swine flu for LA County will get started on October 25th. The senior citizens and the chronically ill are usually the first flu victims so they will be the first to get the shots. Seniors get a special vaccine that the rest of us won't. It gives protection against both swine and last winter's A-Victoria strain. (5)

10/11/76      Furnell Chatman reported that people in Orange County got their first Swine flu inoculations today. This inoculation is available only to the elderly and chronically ill, those most susceptible to the virus. (5)

10/13/76      Bill Windsor reported in depth on the Swine Flu program in Santa Ana/Orange County. Most who got the shots were elderly and there was a noticeable drop in the number of people coming for them. Personnel are being trained in the use of the equipment. The doctor stated that he is quite certain of the safety of the vaccine. A phone number to call for more information was given. (5,6,11)

10/14/76      Saul Halpert reported that the swine flu clinics open in LA County a week from Monday. He gave telephone number to call for information about the location of the vaccine clinic. This is a volunteer effort since the govt. is paying only for the vaccine itself. The county still needs volunteers to staff the free clinics where senior citizens and people with chronic respiratory ailments will be the first to get flu shots. (430, 6,11)

10/25/76      Boyd Matson said that the swine flu program was suffering from bad publicity. Health officials expected a larger turnout. The program has started with the high risk people, elderly and those subject to respiratory or kidney problems. (6)

11/4/76      Furnell Chatman reported on a hearing about drug store prescription prices. 3 years ago legislation was passed requiring all pharmacies to post the prices of the 100 drugs most frequently sold in California. Many pharmacies have not posted a price list at all, others have posted prices which aren't accurate. Consumer groups say violations of posting regulations are hurting the poor and elderly most. The board is now considering new and tougher price posting regulations including the possibility of fines. (5)

INBC NEWS ANALYSIS

4th QUARTER  
1976AFFIRMATIVE ACTIONSENIOR CITIZENS

11/12/76 Robin Groth reported the storm sent heavy rain through a rest home roof and 33 elderly residents spent a wet night. Investigators from the State of California licensing department and the LA building and safety dept. are expected to assess the damage and make recommendations for what is to be done now. (6)

11/15/76 Warren Wilson said that reports that elderly inmates at the mens' prison at Chino would rather stay there than face the outside world are simply not true. No matter how good conditions are at Elm Hall, especially for older inmates, it is still a prison (5)

11/22/76 Robin Groth brought good news from a mental hospital ... Pacific State in Pomona. A group of Senior Citizens adopt young patients at Pacific. They spend time with them each week. The foster grandparents are all volunteers and the program is working well for all concerned (6)

12/9/76 Some senior citizens in Westbrook started their second night without electric power. The blackout affects only one building but for the people who live there that's one building too many. For the most part they survived quite well, though inconvenienced. (5)

12/9/76 Saul Halpert has continued his tax series and this night reported on the tax relief that is on the horizon for senior citizens. (5)

12/25/76 Saul Halpert reported that this year the Salvation Army focused the free dinners served on Christmas Day on Senior citizens, needy families, and single people who had no place to go. 600 people received the traditional turkey dinner with all the trimmings served by 90 volunteers. (530,11)

12/28/76 Furnell Chatman reported that a Foster Grandparent group found away to solve the problem of unwanted, unusable (for them) Christmas gifts. Each of the elderly volunteers spend about 20 hours a week with mentally and physically handicapped children. This day they brought one gift they could not use and had Christmas all over again with the children.

1st Quarter, 1977

1/11/77 Abernethy interview of Dr. Alex Comfort, who discussed aging and the aged as detailed in his book, "A Good Age." (approx. 5 minute interview)

KXNC NEWS ANALYSIS

1st QUARTER  
1977AFFIRMATIVE ACTION

## SENIOR CITIZENS CONCERNS

1/11/77 JOHN MARSHALL reported that in response to the hundreds of thousands of protests against property taxes in LA areas, he revealed details of his tax reform package. The proposal includes a return of about 80 million surplus dollars to low income senior citizens to help them pay their rent. (6,11)

1/20/77 FURNELL CHATMAN Reported that Project SAVE (Supplying the Aged with Vital Energy) is helping low income elderly renters in the Pasadena area. The federally funded program requires that one must be at least 60 years old with an income of less than \$3700. per year and must live in Pasadena, Altadena or Sierra Madre. Three teams of repairmen are on duty daily to do almost any minor home repair. The service is completely free. (5)

2/2/77 BYRD MATSON reported that seniors are discovering the combination of exercising and meditation thru yoga very much to their liking. Most of the people in the class at Beverly Hills Recreation Center taking yoga lessons are close to 70 years old. (6)

3/1/77 BOYD MATSON reported on a 66 year old ski buff who has been winning competitions since he was a boy in Austria. Sepp Benedikter put on a pair of skis for the first time at 2½ years of age, won his first of over 20 trophies at 3½. Ski jumping was his specialty and he has skied on every kind of surface. Last week the US Ski Assn. inducted him into the National Ski Hall of Fame. He still leaves most people in awe on his downhill runs. (6)

3/16/77 TRITIA TOYOTA reported that a Senior Citizens complex will be built on Bunker Hill as a part of the City Redevelopment plan, but it will take from 2 to 3 yrs. for its completion. (5)

3/18/77 FURNELL CHATMAN reported that some elder people in West Hollywood are getting their homes fixed up. The work is being donated under a new government project. It's called the handyman program. To qualify you have to be at least 62 years old, own and occupy your home and meet financial eligibility requirements. (5)

3/30/77 WARREN WILSON reported that about three times a week a busload of senior citizens leaves LA and heads toward agricultural areas in Ventura County. For \$5. to cover the cost of transportation, the seniors get a day of fun and food shopping bargains. SARI MITCHEL is the head of Inflation Fighters which proposes to help the elderly overcome their loneliness and a dwindling real income. All participants felt their best buy was the meat/steaks purchased all less than \$2. per pound. (5)



KNEC NEWS ANALYSIS

1st QUARTER  
1977

3/30/77 TRITIA TOYOTA reported that the Crown nursing home was being closed. Families of patients and residents felt the closing was uncalled for especially as it came as a surprise with passover only 3 days away. A hand-delivered letter from the County Health Dept advised officials to immediately transfer all 60 patients elsewhere. The County changed inadequate patient care, poor diets, improper medication. (6)

## 2nd QUARTER

IXa AFFIRMATIVE ACTION

## C SENIOR CITIZENS CONCERNS

4/1/77 BILL WINDSOR attended a memorial service at Laguna Hills for 27 Leisure World residents killed in the plane crash over the Canary Islands. 577 people perished in the disaster. Those in the retirement community who could not attend the services at Leisure World's Administration Office watched on the community's closed circuit TV system. (5,6;11)

4/4/77 LAUREL ERICKSON reported that 76 year old Geo. Page has a new museum in Hancock Park. It contains the remains of ancient animals which lived around La Brea Tar Pits. These had been displayed 7 miles away but Page decided they should all be together near the site and thus built the Museum. (6)

4/7/77 FELICIA JETER reported that Senior Citizens are volunteering as investigators to work with Ventura Police Department on low priority crimes. (5)

4/14/77 FURNELL CHATMAN reported that the Senior Food Mart had its grand opening today in the McArthur Park district to provide inexpensive food for Senior Citizens (6)

5/13/77 FURNELL CHATMAN reported from Sun City area on the hearings about an order that the retirement community wants to keep children out. (6)

6/9/77 BOB BROWN reported on the graduation of Freda Lavetter, 93 years old. She had been working on her high school diploma for years and has now graduated from Fairfax Adult school. (11)

ELDERLY

1st QUARTER - 1976

1/17/76: SATURDAY #47: Segment #1 entitled "Older Adults Hotline" Dr. Sharon Moriawaki of the U.S.C. Gerontology Center and Kay Dixon, Volunteer Counselor, U.S.C. School of Gerontology, discussed their hotline service for senior citizens. They concluded that most of the problems are caused by inflation and the fact that senior citizens are on fixed incomes.

2/22/76: SUNDAY #259: Jack Staggs, Director of the Motion Picture and Television Country House for the elderly in Woodland Hills, spoke about the hospital's fully accredited 180 bed hospital; then Babe London and Phil Boutelje, both members of the Gray Panthers, discussed being elderly.

2nd QUARTER - 1976

4/10/76: SATURDAY #57: Segment #3 entitled "Senior on the Move: SAGE" SAGE, Senior Act.alization and Growth Exploration, is a program to alter negative attitudes about aging, and demonstrate that people over 60 can grow. Members from the organization demonstrated some of their activities.

4/10/76: SATURDAY #57: Segment #15 entitled "Roots of Little Tokyo" Jim Matsuoka, of the Tenants Association, talked about the Sun Building where several elderly Japanese women go to sew and do sand paintings. The community Redevelopment Agency will be evicting the women by the end of the year so the building can be torn down. He doesn't feel this is right at all.

4/29/76 & 1/30/76: KNBC EDITORIAL: "Proposition 13 - Helps Senior Citizens" Proposition 13 eliminates the senior citizen property tax problem by allowing the state legislature to postpone those taxes. In effect, the state will pay local taxes for eligible low or moderate income senior citizens, and the state will get its money back when the home is eventually sold. We believe this plan can work here in California as it has worked in Oregon.

5/8/76: SATURDAY #61: Segment #14 entitled "Seniors Band" The Santa Monica Senior Recreation Center was featured in this segment as a place where senior citizens can go free of charge and participate in a variety of activities. Each of the seniors discussed what they've been doing since they retired. One lady added that the mandatory retirement age of 65 is really bad because some can work to 80 or 90 and be a meaningful, useful part of society.

5/8/76: SATURDAY #61: Segment #15 entitled "From Retirement to the Classroom" DOVES program is a means for older, retired people to give meaning and purpose to their lives while tutoring children in the Los Angeles City School system. Two DOVE teachers were shown aiding their pupils.

5/22/76: SATURDAY #63: Segment #11 entitled "Gerontology" Dr. Jim Birren, Director of the U.S.C. School of Gerontology, said that cities, where there is a high concentration of the aged, were never planned for them.

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2nd QUARTER - 1976

6/4/76: MIND DOUGLAS SHOW: Dr. Robert Butler, author of Why Survive - Being Old in America, looked at the problems of elderly Americans and says that senility is often confused with anemia and other curable ailments. The Pulitzer Prize winning psychiatrist points out that over one million Americans live in nursing homes and blames inadequate training of doctors for many nursing home problems.

6/4/76: KNBC EDITORIAL REPLY: "Proposition 13 - Helps Senior Citizens" by Mrs. Toni Kimmel, President, Studio City - North Hollywood Democratic Club. We feel Proposition 13 only appears to be designed to help older people keep their homes, when in actuality upon moving, or upon sale of the home, or at the death of the homeowner, all those back taxes, plus interest and administrative costs, become due and payable against the equity in the property. Senior citizens are already protected under the state law "Senior Citizens Property Tax Relief Law," which has been in effect for three years and works on a sliding scale depending on income.

3rd QUARTER - 1976

8/14/76: SATURDAY #75: Segment #12 "Aging" Janet Levy, Director of California Office on Aging, said that the Office on Aging is currently holding hearings around the State for senior citizens in order to determine what are the essential needs of senior citizens when applying for Title 3 and 7 grants from the Federal Government. Janet Levy explained that Title 3 and 7 grants cover medical help for older people, meals and transportation to recreational events. Senior citizens' main problems are lack of hot meals, nutritional planning on fixed incomes, loneliness, and transportation.

9/4/76: SATURDAY #78: Segment #2 "Gregor Piatigorsky" The issue is the aged and forced retirement. Gregor Piatigorsky at age 80 said he felt it was arbitrary because some people he knew thought young at 30 while others thought old at age 25. He said he continued learning throughout his life, and thought the process was never-ending. Old age to him was not a detriment, but an appreciation of his past life. He felt the mental health of older persons would be in a much better state if they had a purpose in life, and could feel useful and appreciated.

9/4/76: SATURDAY #78: Segment #6 "Meals on Wheels" Robert A. Wright and Harriett Mack described the need for "Meals-On-Wheels" for thousands of senior of all races who benefit from this program. They both agreed there was still a lot of work to be done.

4th QUARTER - 1976

12/26/76: AT ONE WITH...Dr. Alex Comfort #69: Physician and gerontologist, Dr. Alex Comfort, appeared on the program to discuss his views on life and aging. Dr. Comfort has recently written a book entitled A good Age where he shows that older persons are victims of social prejudice because of the attitudes and concepts society has imposed on them.

ELDERLY

1st QUARTER - 1977

1/22/77: SATURDAY #95: Segment #11: "Congresswoman Yvonne Burke"  
Congresswoman Burke talked openly about her desire to provide more housing for senior citizens, more middle income housing, and more jobs for youth and the older population.

1/23/77: ODYSSEY #51: Mrs. Martha Newmark from the Westside Jewish Community Center talked about the Kosher Meals program for the elderly; then two members of the Southern California Interfaith Coalition on Aging, Father Charles Casassa, vice president of SCICA and Dr. Larry Ferguson, SCICCA education and research, explained the organizations composition. They said that one of the main problems for elderly is the need for establishing values of life regardless of age, positive attitudes toward aging, mutually helpful mixing of young people with the elderly, economic pressures loneliness and fear.

1/27 & 1/28/77: KMEC EDITORIAL: "Mandatory Retirement" We think that companies that force their people to retire at some specific age - 65 or 70 or whatever - are making a mistake. We feel the ideal situation would be that retirement ages would be worked out between each worker and his employer, because there is no one age that'll be right for everybody.

1/29/77: NEWS CONFERENCE #721: Dr. Alex Comfort, one of the world's best known gerontologists, and author of three best sellers, The Joy of Sex, More Joy and A Good Age, was questioned regarding older people. Dr. Comfort said it was time for older people to insist on a new image, and to resist any attempts to accept stereotypes. He said senility was not an inevitable condition of old age, that people should undertake new jobs in volunteer areas, that they should learn new things and that they should continue to do everything they felt like doing.

1/30/77: SUNDAY #307: Harry Lieberman, a 100 year old philosopher and painter, talked about his philosophy and art and particularly, his feelings about old age and the treatment of the elderly by society. He said growing old is a dreary prospect for many Americans. He found old age to be the richest time of his life, but he is outraged at the neglect of old people that he sees around him.

2/13/77: SUNDAY #309: Roosevelt Grier, former football player, talked about a new program that he is organizing called Giant Step. He said that Giant Step is designed to complement existing social programs for the inner city---the goal being to create programs that make it possible for youth and senior citizens in South Central Los Angeles to work in their own neighborhood and improve the quality of life there.

2/19/77: SATURDAY #99: Segment #11: "Chinatown Library/Senior Citizens" Jenny Lew, a volunteer in the Chinatown Library Movement talked about the need for the library and need for Chinese books. She is also a worker in the Chinatown Service Center and says that the main problem that the older Chinese have is housing, language and immigration aid.

BIBERLY

1st QUARTER - 1977

2/19/77: SATURDAY #99: Segment #13: "Giant Step: Rosey Grier, Founder and President of Giant Step discussed the goals of the organization to help youth and senior citizens by offering them hope, cheer, supplemental income and create job training and a more beautiful environment.

2/22 & 2/23/77: KNBC EDITORIAL REPLY: "Mandatory Retirement" by California State Senator George Deukmejian. "I disagree with KNBC that employers should be able to decide when employees will retire -- agreement or not. I have introduced Senate Bill 130 which prohibits any employer, public or private, from requiring any employee to retire prior to their 70th birthday. This law will give the employee an option -- he can continue his productive life or he can choose to join the retirement ranks prior to age 70."

2/26/77 - 3/25/77: KNOWLEDGE: "New Wrinkles in Aging" This twenty-part series was produced by KNBC in Los Angeles. The series was hosted by Maury Green, and was designed to provide information on the physical, mental and emotional aspects of human aging. The programs were produced in cooperation with the Andrus Gerontology Center of the University of Southern California. The topics covered during the series were: Attitudes and myths on aging; Retirement pros and cons; the faces of aging; sex after seventy?; the fountain of youth; employment for the aged; service groups; counseling for the elderly; a good age; the law and the elderly; extending your life span; the middle years; the myths of senility; don't die broke; the Gray Panthers; the test of time; you and your aging parent; dealing with death; and the elite society.

2/28/77: KNBC SPECIAL: "Use It or Lose It." Host Bill Green took our viewers on a tour of the Andrus Gerontology Center on the campus of the University of Southern California to examine the physical, mental, sexual and emotional aspects of aging.

3/6/77: AT ONE WITH...Dr. Alex Comfort #69: Physician and gerontologist, Dr. Alex Comfort, appeared on the program to discuss his views on life and aging. Dr. Comfort has recently written a book entitled A Good Age where he shows that older persons are victims of social prejudice because of the attitudes and concepts society has imposed on them.

2nd QUARTER - 1977

4/3/77: SUNDAY #316: Garson Kanin, a writer, talked about his latest works, including a novel about a man's search for the truth behind an actor, called "One Hell of An Actor." He concluded by talking about some of the problems of growing old within our youth-oriented society.

4/6 & 4/7/77: KNBC EDITORIAL REPLY: "Mandatory Retirement" by Congressman Mark Hannaford. "Age discrimination in employment practices is the major remaining ugly restriction on personal freedom in this country. I along with 42 other Congressmen are calling for an end to this unreasonable waste of American people. We feel this type of discrimination is bordering on the same type of discrimination as race, sex, color or religion. We think justice and common sense demand that we end age discrimination."

ETHEL

2nd QUARTER - 1977

4/23/77: SATURDAY #108: Segment #4: "Crenshaw Senior's Fashion Show" Host Cal Burton said that growing older does not mean one should not remain fashionable. And to that extent, here is a fashion show for mature women aiding them in what colors to choose, sizes and styles. The models were obtained from the Crenshaw Senior Citizens Center, Good Shepherd Manor Senior Club, St. John Evangelist Catholic Sr. Club, and Israel Levin Center Club.

4/25/77: SATURDAY #108: Segment #13: "Senior Citizen Fashion Show" Janie Leonard, Martex Sheet Decorating, Broadway Department Store, outlined how she helped women to save money by decorating with old sheets. She demonstrated several examples of decorating for our viewers.

5/7/77: SATURDAY #110: Segment #9: "Business Operations for Synanon Continued" Cyril Luts'ky, a senior citizen, talked about life at Synanon for the elderly. She said that there are senior citizens hooked on drugs and that's how they came to Synanon, but a lot of the senior citizens living at Synanon came for the way of life they get there.

5/15/77: SUNDAY #322: Bob Rosefsky, author of Financial Security for the Mature Family, talked about how to plan for financial security. He talked about the important rights regarding pensions for the elderly, and how to make those years comfortable with a bigger "nest egg."

5/16/77 - 5/20/77. NOT FOR WOMEN ONLY: "Retirement" Guest panelists for the week discussed who is old?; why mandatory retirement?; keeping fit.

5/28/77: SATURDAY #113: Segment #3: "Aging Segment" Nadine Kearns and Helyn Larres discussed the stereotypes that elderly persons face. They are accused of being lazy, useless, eccentric, having no sex life, and generally in bad health. The ladies said that the main goal of the National Council on Aging was to dispel these stereotypes through television and radio public service announcements.

6/18/77: SATURDAY #117: Segment #7: "Dollar Stretchers - Food Stamps" Pat Kessler, Food Stamp recipient, explained the procedure for buying food stamps and the "stigma" which goes along with it. She added that the difficulty was much worse for the elderly because they cannot always get a ride to the grocery store that accepts food stamps.

EXHIBIT D

LOCAL NEWS AND PUBLIC AFFAIRS  
COVERAGE OF THE ELDERLY  
ON NEWS TV  
(JANUARY 1, 1976 - JULY 31, 1977)

WKYCDATE/TIMEPROGRAM

January 25, 1976  
10:30 AM-12:30 PM

Sunday Magazine "Feminist Point of View" - Ms. Lynda Furlow, Member, Cleveland Chapter, National Organization for Women, discussed Maggie Kuhn, Founder, Grey Panthers, a group fighting discrimination against the aged.

February 13, 1976  
6:58 PM

Editorial - WKYC-TV editorially applauded a program run by the Berea, Ohio Fire Department in cooperation with the Berea Area Senior Council, which provided daily telephone check-ins for the elderly.

February 19, 1976  
5:30-7:00 PM

Action3News - Part IV of a mini-documentary series entitled "A Day In The Life Of..." featured a story about an elderly paper boy.

February 22, 1976  
7:30-8:00 AM

Ask Congress - A discussion on the plight of elderly citizens.

March 8-12, 1976  
June 21-25, 1976  
6:25-6:55 AM

Not For Women Only  
"How Secure Is Your Social Security?"

March 15-19, 1976  
June 28-July 2, 1976  
6:25-6:55 AM

Not For Women Only  
"Greater Hope for the Aging"

April 16, 1976  
6:58 PM

Editorial - WKYC-TV editorially commented that Ohio funding reductions in Medicaid would hurt the elderly poor, particularly those who use and need nursing home services.

May 8, 1976  
1:00-2:00 PM

Cleveland Connection - A discussion on what could be done to assist the senior citizen in his/her fight for survival in our society.

June 6, 1976  
7:30-8:00 AM

Ask Congress - A discussion of Social Security funding and the threat posed to the system due to present financial troubles.

July 20, 1976  
5:55-6:25 AM

Knowledge - Produced by WMAQ-TV-Chicago, this program featured a discussion between four citizens over 80 years of age, concerning observations they have made during their lifetimes and their views on the problems facing the country in its 200th year.



WJYCDATE/TIME

August 8, 1976  
10:30 AM-12:30 PM

August 8, 1976  
1:00-2:00 PM

October 24, 1976  
10:30-11:55 AM

November 16, 1976 (7-7:30 PM)  
December 18, 1976 (7:16 7:30 PM)  
April 9, 1977 (7-7:30 PM)

November 21, 1976  
10:30 AM-12:00 PM

December 20, 1976 (5:50-6:20 AM)  
February 12, 1977 (7-7:30 PM)  
June 25, 1977 (7-7:30 PM)

February 20, 1977  
5:30-6:00 PM

February 27, 1977  
10:30 AM-12:30 PM

April 17, 1977  
10:30 AM-12:00 PM

April 30, 1977  
7:00-7:30 PM

May 7, 1977  
July 2, 1977  
7:00-7:30 PM

PROGRAM

Sunday Magazine - A segment featured an interview concerning the history and purpose of the Cleveland Senior Council.

Cleveland Connection - A segment featured a discussion of the Senior Safety Program, and hints on how the elderly can protect themselves and their property.

Sunday Magazine "Consumer Tips" - An explanation of what could be done to counter the soaring retirement costs.

Montage "Eva" - An essay of how one elderly lady has dealt with her affliction of blindness and the inevitability of old age.

Sunday Magazine "Feminist Point of View" - Ms. Jan Biederman, Member, Cleveland Chapter, National Organization for Women, discussed Maggie Kuhn, Founder, Grey Panthers, a group opposed to ageism.

Montage "Home" - An exploration of a unique alternative to modern-day institutional care for the elderly through a visit to the Coshocton County Home, a health care facility in the farmlands of central Ohio.

Here It Is - A segment featured a discussion of the increasing rate of crime against the elderly, and the various safety education programs designed to assist them in protecting themselves and their property.

Sunday Magazine "A Visit with the Attorney General" - A discussion of Medicaid fraud, including some cases of doctors billing for services never performed.

Sunday Magazine "A Visit with the Attorney General" - A discussion of Medicaid fraud and actions by his office to eliminate it, as well as the problems found in nursing homes.

Women in Profile (#1) - A segment profiled 88-year-old Dr. Zoa L. E. Bower, a physician in Crestline, Ohio.

Montage - A segment entitled "The Helpless Years" briefly examined nursing homes and interviewed members of Concerned Relatives of Nursing Home Patients.

WVCDATE/TIME

May 15, 1977  
10:30 AM-12:00 NN

May 16-20, 1977

6:20-6:50 AM

May 23-27, 30-31, 1977  
June 1-3, 6, 8-10, 13-17, 1977  
5:50-6:20 AM

July 3, 1977  
10:30 AM-12:00 NN

PROGRAM

Sunday Magazine - A segment featured an interview with the author of No More Dying: The Conquest of Aging and the Extension of Human Life, concerning how lifespans can be extended through vigorous physical activity and proper dieting.

Not For Women Only  
"Who Is Old?"

Knowledge "New Wrinkles in Aging"

This 19-part series, produced by KNBC-TV in cooperation with the Andrus Gerontology Center, University of Southern California, provided information on the physical, mental and emotional aspects of aging.

Sunday Magazine - 1) A segment featured an interview with author of Old Is What You Get, concerning the genetical idea of not only living longer but also leading a healthy productive life; 2) An NBC News report on the remarkable commitment the Japanese have to their oldsters; 3) A segment featured an explanation of the fear of death as it relates to a parent and how society is beginning to realize that there is beauty in age; 4) A segment featured an interview with author of Tender Loving Greed, describing the many problems encountered in nursing homes and offering a checklist that people should take into consideration before placing a loved one in a nursing home.

EXHIBIT E

LOCAL NEWS AND PUBLIC AFFAIRS

COVERAGE OF THE ELDERLY

ON WMAQ - TV

(JANUARY 1, 1976 - JULY 31, 1977)

NEWSCLIPPER 5 NEWS STORIES (WMAQ-TV)

1/16/76--Report on research into the question of differing life spans and why some people live longer than others.

2/9/76--Report on legislative proposals for increases in Social Security benefits and also for increased Medicare benefits.

2/12/76--Report on the creation of 500 public service jobs for senior citizens on fixed incomes, as part of a million and a half dollar federal grant.

5/6/76--Report on the induction of 50 outstanding men and women into the Senior Citizens Hall of Fame by Mayor Daley, and the Mayor's views on retirement. \*

5/12/76--Report on the opening of the National Retirement Show at the Palmer House in Chicago, this year's theme "How, When and Where to Retire," and Mayor Daley, who officiated at the ribbon-cutting ceremony, who said he wasn't planning to retire. \*

5/31/76--Report on a Census Bureau study which projected that by the year 2030, 17 percent of the population will be 65 or older.

7/7/76--Report on the Liberty Belles and Beaus, a senior citizens choral group who serenaded Mayor Daley, as a promotional kick-off for the Chicago Senior Citizen Picnic. \*

7/21/76--Report on Senior Citizen Day in Chicago and the Mayor's annual picnic for the city's elderly citizens. \*

8/5/76--Report on a Professor of German who taught for 30 years, and also was involved for 43 years with semi-professional sports. \*

8/6/76--Report on Winnie Evans, her 107th birthday, and her philosophy of life. \*

9/23/76--Report on the oldest known person to have a pacemaker implanted, 102 year old Hollie Wertheimer. \*

10/12/76--Report on the birthday celebration for John Miller's 111th birthday, and his status as Chicago's oldest citizen. \*

10/18/76--Report on the battle being waged by the Gray Panthers against mandatory retirement policies. \*

10/26/76--Report on a discussion between Mayor Daley and a group of senior citizens concerning CTA bus shelters. \*

11/11/76--Report on the death of Alexander Calder at age 78, and his many contributions to the world of art through his sculpture. \*

\* indicates film or tape report

NEWSCENTER 5 NEWS STORIES (WMAQ-TV)

11/12/76--Report on the firing of 5 Burlington, Iowa, bus drivers who transport Senior Citizens. The reason they were fired is no one will insure the drivers because of their ages which range from 65 to 78.

11/12/76--Report on Mayor Daley's proposal to eliminate the mandatory retirement for policemen at 63 years of age, and the controversy surrounding the Mayor's proposal. \*

11/24/76--Report on state subsidies for mass transit line that would enable students and the elderly to ride for half fare, and how much Chicago area transit services will receive.

11/25/76--Report on the Thanksgiving dinner party and meals provided to area senior citizens through the work of the Little Brothers of the Poor, and on some of the people who benefit from this concern. \*

12/9/76--Report on a spry 105 year old Chicago resident who discussed his life, how Chicago has changed in his lifetime, and the joy he derives from smoking his pipe and drinking a pint of whiskey a week. \*

12/30/76--Report on a 101 year old employee of a Chicago supermarket who works full-time six days a week bagging groceries and hauling sacks, and the background of his employment. \*

1/12/77--Report on a 72 year old heart attack victim who died after shoveling snow and what precautions to take to avoid health hazards from the cold and exertion from shoveling. \*

2/2/77--Report on the hardships caused by the harsh weather and resulting energy costs, and those on fixed incomes. The report examined the problem by looking at the plight of a senior citizen who is a widow and living on a fixed income.

2/7/77--Report on a grocery store on wheels as a service of the Department of Human Services and Operation Brotherhood, which will provide food service to shut-in senior citizens at reasonable prices.

2/18/77--Report on an 80 year old man known as the Birdman of LaGrange. \*

2/24/77--Report on the Illinois House of Representatives' Commerce and Labor Committee sending on to the full House a bill which would ban mandatory retirement of employees because of age.

3/9/77--Report on hearings by a special Senate Committee looking into alleged widespread fraud in California's Medicare program that has victimized the elderly. \*

NEWSCENTER 5 NEWS STORIES (WMAQ-TV)

3/13/77--Report on the policy change by the Chicago & Northwestern Railroad which paves the way for it to join five other commuter line offering a half-fare rate for senior citizens and the handicapped during non-rush hours.

3/14/77--Report on a 92 year old voice instructor and her continued popularity as an instructor and voice coach. \*

3/15/77--Report on an Evergreen Park physician near the top of the list the government released showing the doctors who have received millions of Medicare dollars, and the doctor's explanation of his cardiology clinic which chiefly serves the elderly. \*

3/21/77--Report on new legislation which would impose stiffer safety requirements on nursing homes and also provide some elderly and public aid patients with home care.

4/1/77--Report on 74 year old Mike Rotunno, Chicago's official airport photographer, who became famous for his pictures of celebrities passing through Chicago. \*

4/4/77--Report on testimony at hearings held by Congress into the problems and needs of the elderly. The report noted the testimony of Illinois' Director of the Department of Aging on the needs of home-bound elderly Americans.

4/9/77--Report on the raising of rates for elderly and small group policy-holders by Blue Cross-Blue Shield. For the elderly the new rates would require those over 65 to pay almost two dollars more on their Medicare supplement premiums.

4/14/77--Report on the oldest survivor of the Titanic, a 92 year old woman who remembers every moment of her rescue and has sailed the Atlantic ten times since the sinking of the Titanic 65 years ago.

4/21/77--Report on the cost of living increases for the millions of people on Social Security and what the increases mean in dollars to those affected.

4/22/77--Report on the oldest professional cigarmaker in the Chicago-land area, 83 year old Mayer Patur. \*

5/3/77--Report on a provision by which elderly residents in Cook County can save nearly \$125 in real estate taxes and how to go about applying for the savings at the County Assessor's Office.

5/8/77--Report on Mother's Day celebrations including a fried chicken dinner for elderly mothers from area nursing homes held by the Little Brothers of the Poor.

5/9/77--Report on the proposed plan to help pay for Social Security through the general tax revenue and also on plans by the Social Security Administration to send letters of apology to people whose checks were delayed because of a mailing mix-up.

NEWSCENTER 5 NEWS STORIES (WMAQ-TV)

5/9/77--Report on a computer foul-up that caused more than 150 thousand Social Security checks to elderly disabled persons to be sent to the wrong addresses. The report noted that an official has asked that disabled recipients over 65 who have not gotten their checks should notify their nearest Social Security office immediately.

5/10/77--Report on the statements made by First Lady Rosalynn Carter at a hearing on the problems of the elderly. \*

5/24/77--Report on the special effort being planned by the Illinois Department of Aging to train senior citizens and find them jobs.

5/24/77--Report on the approval by the Evanston City Council of a program of subsidized taxi fares for all residents 60 years of age and older, which will permit senior citizens to buy coupons entitling them to a ride anywhere in Evanston for a flat rate.

5/27/77--Report on an 83 year old man who operates a musical saw business in Ft. Atkinson, Wisconsin. \*

6/2/77--Report on a bureaucratic snarl that has caused a 99 year old woman hardship in her plans for providing for her funeral.

6/20/77--Report on the law before the Illinois Senate that would end mandatory retirement at age 65, and a profile of a member of the Governor's Council on Aging who refused to slow down when she reached 65. \*

6/26/77--Report on the arrests of several suspected members of a female gang who preyed on elderly South Side residents robbing them, and sometimes beating them. \*

7/1/77--Report on increases in benefits for food stamp users and Social Security recipients effective July 1.

NEWSCENTER 5 FEATURES (WMAQ-TV)

NEWSCENTER 5, Monday, January 5, 1976. 5:00 PM -- Report on some of the adverse affects of the government's pension legislation on private pension plans, and one such example from Elk Grove Village.

NEWSCENTER 5, Monday, April 5, 1976, Noon -- Report on the volunteer programs that cook and deliver food to those in the Chicago area who couldn't cook for themselves, such as the elderly or infirm.

NEWSCENTER 5, Monday, June 7, 1976 -- Report on free community clinics to help the elderly, set up by a hospital in Chicago's South Lawndale Community.

NEWSCENTER 5, Tuesday, August 24, 1976 - Report on a new program that enlists the aid of mail carriers to keep tabs on elderly people along their route who may have fallen ill or be in need of help.

NEWSCENTER 5, Thursday, September 16, 1976 - Report on scientific studies on the aging process and the belief by some that human life can be prolonged for future generations. (repeated Friday, September 17, 1976 - Noon News)

NEWSCENTER 5, Monday, November 8, 1976 - Report on the Chicago area program called "Project Senior Ethnic Find" and its work with elderly citizens many of whom speak little or no English. (repeated Tuesday, November 9, 1976 - Noon News)--On 11/20/76, response to above feature was reported as interested viewers volunteered to help in the project by visiting elderly shut-ins

NEWSCENTER 5, Monday, November 22, 1976 - Report on an elderly commune, as an alternative to nursing homes for the aged.

NEWSCENTER 5, Wednesday, December 1, 1976 - Report on money saving bargains for senior citizens on items like food and other basics.

NEWSCENTER 5, Friday, December 3, 1976 - Report on an alternative to nursing home care for the elderly.

NEWSCENTER 5, Tuesday, December 14, 1976 - Report on the vulnerability to crime that the city's elderly must face each day and their feelings about safety in the streets. (repeated Wednesday, December 15, 1976 - Noon News)

NEWSCENTER 5, Friday, December 17, 1976 - Report on the community project in the Edgewater area of Chicago where a war has been declared against crimes committed against elderly victims.

NEWSCENTER 5, Thursday, February 3, 1977 -- Report with advice from child psychologist Dr. Lee Salk on the relationship between children and their grandparents.

NEWSCENTER 5, Friday, April 1, 1977 - Report on an alternative to institutionalization of the elderly, day care centers with various activities.

NEWSCENTER 5, Tuesday, April 5, 1977 - Report on a different kind of home for senior citizens in Evanston.



NEWSCENTER 5 FEATURES (WMAQ-TV)

NEWSCENTER 5, Thursday, May 26, 1977 - Report with advice from Dr. Lee Salk, child psychologist, on the changes in family trends, with fewer children and increasing numbers of older people.

NEWSCENTER 5, Thursday, June 2, 1977 -- Report on physical fitness and the elderly.

NEWSCENTER 5, Monday, June 27, 1977 - Report on a model center for care of the elderly and the work it does in making residents independent once again.

NEWSCENTER 5, Wednesday, July 6, 1977 - Report on savings for senior citizens in adult education programs.

NEWSCENTER 5, Thursday, July 7, 1977 -- Report on a YWCA defense class for elderly women who are often victimized by theft and muggings.

NEWSCENTER 5, Thursday, July 7, 1977 -- Report on the increase in elderly students in the nation's college enrollment percentages, and the benefits to both senior citizens and the colleges.

PROGRAMS/SEGMENTS (VMAQ-TV)

CHICAGO CAMERA, Sunday, February 1, 1976, 2:30-4:00 PM. A discussion of a recent fire at a north side nursing home, and the Department of Health, Education and Welfare's participation in investigation of that fire, as well as in issuance of regulations to prevent such things from recurring. (Portion of 5:00)

EDITORIAL, Wednesday, February 11, 1976, 5:57 PM; Thursday, February 12, 1976, 12:27 PM. "NURSING HOME FIRES" called for statewide requirements of sprinkler systems and smoke detection devices in nursing homes in the wake of fatal fires in the area. (approx. 3 minutes) (reply aired twice)

SOME OF MY BEST FRIENDS, Sunday, March 7, 1976, 9:00-9:30 AM; Monday, March 8, 1976, 1:00-1:30 AM. At The Ark, an activities and social service center on Chicago's north side, sponsored by the Jewish Federation of Metropolitan Chicago, viewers learned of the many programs designed to serve the needs and interests of the elderly of all faiths. (56:00)

NEWSCENTER 5 NOON INTERVIEW, Wednesday, March 24, 1976, during the 12:00-12:30 PM News. Representatives of the Senior Artisans of Chicago discussed this opportunity for senior citizens to be creatively involved and earn money for their efforts and the success of the program. (approx. 6 minutes)

NEWSCENTER 5 NOON INTERVIEW, Monday, March 29, 1976, during the 12:00-12:30 PM News. Dorothy Finkelhor, author of The Liberated Grandmother, discussed the scrapping of the grandparent myth, the need for grandmothers not to feel guilty when telling their children 'no' about babysitting with the grandchildren, and the importance of being oneself. (approx. 4 minutes)

EVERYMAN, Sunday, April 4, 1976, 8:30-9:00 AM; Tuesday, April 6, 1976, 1:30-1:58 AM. The author of The Liberated Grandmother discussed grandmothers and their place in families and in our society, and what they must do to change their roles to active ones. (20:00)

MEMORANDUM, Sunday, April 4, 1976, 10:00-10:30 AM. Representatives of the Service Corps of Retired Executives (S.C.O.R.E.) explained the various activities of that organization in providing free counselling services and aid to anyone running a small business or planning to start one, and at the same time making use of the vast stores of information available from the retired executives who participate in the S.C.O.R.E. program as advisors. (30:00)

TODAY IN CHICAGO, Wednesday, April 7, 1976, 6:30-7:00 AM. The problem of care and treatment of senior citizens in nursing homes, nursing home scandals, and what needs to be done to avoid such problems was discussed. The development of senior Day Care centers was also explained. (17:00)

MEDIX, Sunday, April 11, 1976, 10:30-11:00 AM. Another Wrinkle on Aging looked at the myths and realities of growing old, and the impact of aging in a youth-oriented society. (30:00)

NEWSCENTER 5 NOON INTERVIEW, Tuesday, May 11, 1976, during the 12:00-12:30 PM News. The National Retirement Fair, its purposes in giving future retirees advice on housing, travel, health care and financial matters, as well as details of computing and augmenting one's retirement income, were explored. (approx. 2 minutes)

TODAY IN CHICAGO, Thursday, May 20, 1976, 6:30-7:00 AM. Dave Garroway, former television performer, in Chicago to speak at the National Retirement Show, discussed some preparations for retirement which he said should start at least fifteen years before one plans to retire. (17:00)

PROGRAMS / SEGMENTS (WMAQ-TV)

KNOWLEDGE: "Senior Citizens", Tuesday, May 25, 1976, 6:00-6:30 AM. Several Chicago-area senior citizens discussed observations they had made during their lifetimes, their participation in various senior citizens' concern groups, such as the Grey Panthers, and their views on the problems facing the United States in its 200th year. (30:00)

NEWSCENTER 5 NOON INTERVIEW, Wednesday, June 2, 1976, during the 12:00-12:30 PM News. A representative of the National Council of Senior Citizens discussed the Chicago convention of senior citizens called to focus on issues that would improve their quality of life, and to rally support for the Kennedy-Corman National Health service plan to enable preventive and other health care for all Americans. (5:00)

MEDIX, Sunday, June 27, 1976, 10:30-11:00 AM. Medix took a look at the world of the senior citizen, and disavowed the image of the elderly as frail, disabled and lethargic. (30:00)

SOME OF MY BEST FRIENDS, Sunday, July 25, 1976, 9:00-9:30 AM; Monday, July 26, 1976, 1:00-1:30 AM. Supervisors of the Council for the Jewish Elderly explained the reasons for the establishment of the unique Weisfeld Residence in Evanston, Illinois, a commune for senior citizens, which is operated by the council. (56:00)

SOME OF MY BEST FRIENDS, Sunday, August 1, 1976, 9:00-9:30 AM; Monday, August 2, 1976, 1:00-1:30 AM. (Repeat of March 7, 8, 1976.) At The Ark, an activities and social service center on Chicago's north side, sponsored by the Jewish Federation of Metropolitan Chicago, viewers learned of the many programs designed to serve the needs and interests of the elderly of all faiths. (26:00)

MEMORANDUM, Sunday, August 8, 1976, 10:00-10:30 AM. (Repeat of April 4, 1976.) Representatives of the Service Corps of Retired Executives (S.C.O.R.E.) explained the various activities of that organization in providing free counselling services and aid to anyone running a small business or planning to start one, and at the same time making use of the vast stores of information available from the retired executives who participate in the S.C.O.R.E. programs as advisors. (30:00)

THIS IS THE LIFE, Thursday, August 19, 1976, 1:07-1:32 AM. In the program "Heirloom," an aged widower finds something to live for through the kindness of a nine-year old boy. (30:00)

NEWSCENTER 5 NOON INTERVIEW, Wednesday, September 8, 1976, during the 12:00-12:30 PM News. Grace Halsell, author of Los Viejos, a book about a valley community in Ecuador where the people live long lives with very few diseases, discussed her year spent living with the people of Vilcambamba, and what she had found to be the secret of their longevity and slow aging process. (5:00)

TODAY IN CHICAGO, Friday, October 8, 1976, 6:30-7:00 AM. Two of the five founding members of the National Council on Aging, Inc., discussed their recent convention in Chicago, the problems and needs of the elderly, and existing programs that attempt to serve those needs. (17:00)

NEWSCENTER 5 NOON INTERVIEW, Wednesday, October 20, 1976, during the 12:00-12:30 PM News. The author of Prolongevity discussed the future possibilities of science's ability to retard the aging process and extend a person's life by many decades through new drugs, hormones and genetic research, and the need for society to prepare itself to handle the problems such as an increase in life expectancy which will be generated, such as overpopulation. (5:00)

PROGRAM/SEGMENTS (WMAQ-TV)

TILMON TEMPO, Saturday, November 27, 1976, 12:33-1:33 AM. Various aspects of aging, including the psychological implications of the aging process, the dangers of stereotyping and categorizing elderly individuals, the importance of exercise and a good sociological environment in combatting the aging of the mind, and the need to alter the political process to improve the lot of the elderly in America, were discussed. (60:00)

CITY DESK, Sunday, November 28, 1976, 10:30-11:00 AM. The problems of the elderly in terms of hunger, transportation and companionship, as well as the need to educate people to the services available to them and the types of referral facilities, food pantries and nutritional programs accessible, were discussed. (30:00)

MEMORANDUM, Sunday, December 19, 1976, 10:00-10:30 AM. Two of the original founders of the Grey Panthers' Chicago Chapter spoke of the concerns with which that organization is involved, such as demonstrating for passage of a national health insurance plan, and their fight against mandatory retirement. (30:00)

TODAY IN CHICAGO, Thursday, January 6, 1977, 6:30-7:00 AM. The work of the Little Brothers of the Poor in aiding the elderly in and around Chicago was explained. (17:00)

NEWSCENTER 5 NOON INTERVIEW, Thursday, January 27, 1977, during the 12:00-12:30 PM News. The importance of easing the concerns of the aging parents, the alternatives to nursing homes that are available, and the advice offered to those with aging parents in the book You and Your Aging Parent, were discussed. (5:00)

KNOWLEDGE: New Wrinkles in Aging, Monday-Friday, March 28-April 1, April 4-8, 11-15, 18-22, 1977, 6:00-6:30 AM. Produced in association with the Andrus Gerontology Center, University of Southern California, by KNBC-TV Los Angeles, examined American attitudes toward aging, and provided suggestions of how to age painlessly. (600:00)

EVERYMAN, Friday, May 6, 1977, 2:00-2:28 AM; Sunday, May 8, 1977, 8:02-8:30 AM. The services of the Illinois Association of Homes for the Aging and their activities in working with church and lay groups consulting on plans, programs and administration of all forms of services to the aging, including nursing and personal care, independent housing and day or non-resident care services, were examined. (14:00)

EVERYMAN, Friday, May 20, 1977, 2:00-2:28 AM; Sunday, May 22, 1977, 8:02-8:30 AM. A film released by the United Methodist Church dealt with the dilemmas of caring for the aged in our communities, and new ideas about the sick and dying. (5:00)

TODAY IN CHICAGO, Wednesday, June 8, 1977, 6:31-6:54 AM. A discussion of the myths and pitfalls of aging, the psychology of middle-life and later years, the sharp contrasts between adolescence and later life, and the best approach to aging as a fulfillment of growth cycles. (17:00)

NEWSCENTER 5 NOON INTERVIEW, Wednesday, June 8, 1977, during the 12:00-12:30 PM News. The advisor on elderly affairs for the U.S. Department of Housing and Urban Development (HUD), discussed that agency's encouragement of development of a new group-home concept in housing for the elderly which permits them freedom and companionship with their peers. A symposium on retirement being held in Chicago was noted. (5:00)

PROGRAM/SEGMENTS (WMAQ-TV)

NOT FOR WOMEN ONLY, Monday-Thursday, June 13-16, 1977, 2:05-2:34 AM; Friday, June 17, 1977, 1:30-1:59 AM. The week's topic, "Who Is Old?" included discussion of "Why Mandatory Retirement?" and "Keeping Fit," in addition to discussion by some senior citizens of their active lives. (150:00)

CITY DESK, Sunday, June 19, 1977, 11:00-11:30 AM. The problems facing the elderly in Illinois and the plans of the Illinois Department of Aging were examined, and programs available to assist senior citizens in areas such as medical aid, tax relief, nutrition and transportation were described. (30:00)

METRO FILE, Sunday, June 26, 1977, 12:00-12:30 PM. Representatives of the Chicago Bar Association explained the low cost service the Association is offering to help the elderly in preparing their wills under their "Senior Citizens' Will Program." (15:00)

EXHIBIT F

LOCAL NEWS AND PUBLIC AFFAIRS

COVERAGE OF THE ELDERLY

ON WNBC - TV

(JANUARY 1, 1976 - JULY 31, 1977)

WNBC1/76 - 7/77 NEWSCLIPPER 4 FEATURES AND NEWS REPORTS CONCERNING SENIOR CITIZENS

1/13/76 News Report on Fraud. Elderly people swindled out of their life savings testified before Congressman Mario Biaggi at a Public hearing investigating crime and the elderly.

1/14/76 News Report on the Moreland Commission. Morris Abram chairman of the Moreland Commission, investigating nursing homes, said that nursing homes are guilty of excessively spending taxpayers money.

1/14/76 News Report on the Rockland County Nursing Home. A Rockland County District Attorney said the death of a 50 pound malnourished patient at Rockland County Nursing Home will probably be investigated by a grand jury.

1/15/76 News Report on Adult Education. Senior citizens and immigrants held a mass meeting supporting the continuation of the education program which the Office of Continuing Education announced would terminate as of February 2.

1/21/76 News Report on Nursing Homes. Alex DeLaurentis of the Nursing Homes' Local, said the nursing home employees will walk out if a new contract is not negotiated.

1/22/76 Feature Report on a Craft Shop. The Elderly Craftsmen, located on 850 Lexington Avenue sells handmade wares made by elderly people.

1/28/76 News Report on the Nursing Home Strike. Dr. Lowell Bellin, Health Commissioner, said that a new statistical study shows that 20 people died as a result of the 1973 nursing home strike.

2/2/76 News Report on Nursing Homes. Eugene Hollander, owner of several nursing homes, admitted stealing more than a third of \$1 million from medicare. He was indicted today.

2/17/76 News Report on Home Services. The city budget in cutting the Personal Aide to the Homebound Program which helps elderly people find part time jobs helping other elderly people while supplementing their social security income.

2/18/76 Feature Report on Home Care. Participants in a homebound program called the Quality of Life, are interviewed.

2/23/76 News Report on Adult Homes. Assemblyman Andrew Stein is launching a campaign to investigate the finances of adult homes.

2/24/76 News Report on Adult Homes. Senator Frank Church, chairman of the Committee on Longterm Care, announced at a news conference that he was joining Assemblyman Andrew Stein in fighting abuse in adult homes.

2/25/76 News Report on Nursing Homes. The Moreland Commission reported today that the nursing home problems were connected with political bribes.

2/25/76 News Report on Nursing Homes. Special Nursing Homes prosecutor, Charles Hynes indicted Alan Hochberg (D.-Bronx) for allegedly offering Charles Rosen a \$20,000 a year political job not to oppose him in a primary. Rosen is the rent strike leader a Co-op City where most of Hochberg's constituents live.

2/27/76 News Report on Nursing Homes. Peter Ottley, Nursing Home Local #144 said that raises negotiated two years ago haven't gone through and workers will strike next week.

2/28/76 News Report on Nursing Homes. Peter Ottley, president of Local 144 of the Health Services Union, said the strike deadline was delayed because progress has been made in talks with representatives of nursing homes.

3/1/76 News Report on Nursing Homes. Nursing home negotiations resume on pay raises which workers say is due them.

3/2/76 News Report on Nursing Homes. Employees at 91 nursing homes in the metropolitan area called off their strike which was threatened for tomorrow morning.

3/5/76 News Report on Employment. The city is hiring people over 55 years of age for part/full time jobs with funds from the Department of Commerce.

3/18/76 News Report on Adult Homes. The Senate Subcommittee began hearings into the abuses of adult homes in New York. The Subcommittee said that states have used supplementary security income as an excuse to dump the burden of elderly patients from state mental hospitals into adult homes.

3/19/76 News Report on Adult Homes. Charles Hynes, nursing home prosecutor, and Bernard Shapiro, of the State Board of Social Welfare, commented on the investigation of adult homes by the Senate Subcommittee.

4/7/76 News Report on Nursing Homes. The Moreland Commission released two reports today demanding a complete overhaul of the entire nursing home system.

4/13/76 News Report on Nursing Homes. The Blumenthal nursing home indictment was thrown out of court today.

4/14/76 Feature Report on Albert Blumenthal. In a "Five Minutes" interview, Carl Stokes discusses the nursing home scandal with Albert Blumenthal.

4/14/76 News Report on Nursing Homes. Employees of 95 New York area nursing homes are threatening a strike for Friday unless they get \$1.8 million in retroactive pay.

4/24/76 News Report on Nursing Homes. 10,000 nursing home employees may walk-out next Thursday unless they receive a pay increase.

4/26/76 News Report on Nursing Homes. Bob Teague reports on a 6 a.m. deadline tomorrow for a strike against nursing homes.



5/5/76 News Report on the Senior Citizen Fair. The nation's 1976 Bicentennial Senior Citizen Fair was held today.

5/5/76 News Report on the Voice-O-Gram. The Voice-O-Gram is a new device used in the nursing homes to combat loneliness. Friends and relatives can record messages and send them to the elderly in nursing homes.

5/18/76 Feature Report on Social Security. Mrs. Marie LoSullo of Brooklyn complained to Consumer Notes that she received the runaround when she applied for her Social Security retirement benefits.

5/19/76 News Report on Nursing Homes. Eugene Hollander, owner of several nursing homes, was sentenced and fined for swindling a third of \$1 million from medicaid.

6/3/76 Feature Report on Senior Citizen Loans. Money Manager reporter, Martha Penroy, talks about obtaining loans for senior citizens.

6/8/76 Feature on Brooklyn's Elderly Citizens. Urban Journal examines the elderly citizens of Brooklyn, where there is the heaviest concentration of senior citizens in New York.

6/16/76 News Report on Nursing Homes. At his Federal pre-sentencing hearing, nursing home owner, Bernard Bergman, tried to downplay his involvement in a multimillion dollar medicaid scandal.

6/16/76 Feature Report on Health. A new type of wheelchair has been invented by Dr. Rudolfo Cane of the Department of Rehabilitation at the Nassau County Medical Center.

6/17/76 News Report on Nursing Homes. Nursing home owner, Bernard Bergman, the accused figure in the stealing of millions of dollars in medicaid money, was sentenced to serve four months in a federal half way house.

6/18/76 News Report on Nursing Homes. Convicted nursing home owner Bernard Bergman has been sentenced to four months at the Hotel Bryant, a so-called halfway house for criminals.

6/24/77 News Report on Nursing Homes. Convicted nursing home owner, Eugene Hollander was admonished by a Brooklyn Federal Court Judge for defying a court order to divest himself of all connections with the industry.

6/29/76 Feature Report on Summer Enjoyment. Handicapped Nancy Kreisler, was interviewed on Five Minutes about the activities disabled New Yorkers and senior citizens may enjoy this summer.

7/2/76 News Report on Nursing Homes. Bernard Bergman's sentencing for his medicaid fraud activities, was postponed until September 14.

7/6/76 News Report on Nursing Homes. Nursing home workers are scheduled to strike Saturday, adding to the strikers in 33 New York hospitals.

7/8/76 News Report on Nursing Homes. Beth Abraham nursing home patients are being moved to hospitals in preparation for the scheduled strike by nursing home employees Saturday.

7/9/76 News Report on Nursing Homes. Jess Soliman, of the Voluntary Hospital Association said patient care will suffer and nursing home residents that have been transferred to hospitals may experience traumas.

7/9/76 News Report on Nursing Homes. Bernard Bergman's lawyers requested a second delaying in the sentencing of the nursing home owner.

7/10/76 News Report on Nursing Homes. The strike by District 1199 workers spread to 14 nursing homes and ten municipal hospitals.

7/14/76 Feature Report on Home Care. Carl Stokes reports on the Home Attendant Program, the only life line for many elderly people in the city.

7/17/76 News Report on Nursing Homes. The 37,000 striking members of District 1199 returned to work at 57 hospitals and nursing homes, and agreed to submit to binding arbitration.

7/18/76 News Report on Nursing Homes. Nursing home employees at the Jewish Home and Hospital for the Aged have returned to work and the residents are glad of it.

7/23/76 News Report on the Seniormobile. Nassau County runs a seniormobile that travels around giving information to senior citizens about services they can get for free.

8/1/76 News Report on Nursing Homes. Local 144 president, Peter Ottley of the Health Services Union said he will recommend an extension of the current contract and submit to binding arbitration.

9/2/76 Feature Report on Retirement. Money Manager reporter, Martha Pomroy gives information on planning for retirement.

9/9/76 Feature Report on Retirement. Money Manager reporter, Martha Pomroy discusses Social Security benefits for women.

9/14/76 News Report on Nursing Homes. Bernard Bergman was sentenced to a year year jail term for defrauding medicaid and medicare in his nursing home operations.

9/16/76 Feature Report on Social Security. Money Manager reporter, Martha Pomroy talks about disabilities and social security benefits available.

9/16/76 News Report on Nursing Homes. Nursing home owner Bernard Bergman was booked at the Manhattan Correctional Center and sent to Allenwood Penitentiary.

9/23/76 Feature Report on Social Security. Money Manager reporter, Martha Pomroy discusses eligibility for various social security benefits as disability, survivors' benefits, and retirement.

9/24/76 News Report on Crime. Mayor Beame and police commissioner, Michael Codd congratulated members of a senior citizen crime unit.

9/24/76 Feature Report on Home Care. Youths of the Stanley Isaacs community projects participate in the Teen Shoppers Program, which assists senior citizen residents with their grocery shopping.

9/26/76 News Report on Nursing Homes. The Greater Harlem Nursing Home, Harlem's first nursing home, opened.

9/29/76 Feature Report on Nursing Homes. Dr. Frank Field reports on the CABS Nursing Home, the first full-service health care facility in the Bedford-Stuyvesant area of Brooklyn.

9/30/76 Feature Report on Social Security. Money Manager reporter, Martha Pomroy explains that women receive less social security benefits because they earn less. They earn less because they interrupt their careers to have children.

10/1/76 News Report on Transportation. Due to lack of funds, 290 senior citizens will have to find alternative methods of transportation in Washington Heights because their Community Bus line will close down on Monday.

10/11/76 Feature Report on Art. "The Golden Age of Music", taught at the Sheridan Center is a cultural arts program for elderly students.

10/13/76 News Report on Swine Flu. Fourteen elderly people nationwide have died after receiving the swine flu shot; and this has frightened many New Yorkers.

10/20/76 News Report on Crime. Senior citizens of the Good Companion Senior Center on Madison Street, complained to Alice Brophy, commissioner for the Aging, about the crime.

10/26/76 News Report on Crime. Crime in the Bronx is discussed with an elderly Grand Concourse resident, who was mugged in her building.

10/26/76 News Report on Crime. Elderly Bronx residents are in fear of being victims of violent crimes. A total of 553 elderly citizens have been mugged in their own buildings.

10/28/76 News Report on Crime. Sixteen assaults have been committed on elderly Bronx residents in the past three days. Two juvenile offenders were captured and a judge set their bail for \$500 instead of the requested \$25,000 by Bronx District Attorney, Mario Merola.

10/29/76 News Report on Crime. Mayor Beame ordered a complete review of the city's criminal justice system, adding that concentration should be given to increased protection for senior citizens.

11/1/76 News Report on Crime. Restrictions are being sought to curb crime against the elderly.

11/10/76 News Report on Nursing Homes. With the possibility of medicaid cutbacks, several nursing homes, including Franklin in Queens have sent letters to relatives mentioning the possibility of the facility being closed.

11/11/76 News Report on Veterans Pension. Veterans demonstrated at City Hall, calling for a state law to purchase retirement benefits on credit.

11/11/76 News Report on Crime. Pattie Erwin, a 103 year old senior citizen, who was assaulted by two youths recently, was interviewed about her response to the juveniles possibly getting off free of charges because it is their first offense.

11/12/76 News Report on Nursing Homes. Martin Zuckerman, a nursing home owner in Brooklyn says he feels a moral obligation to keep his nursing home open even though it is running into strenuous financial difficulty.

11/13/76 News Report on Crime. New York City's auxiliary police force has agreed to assign 1,000 men to areas where crimes against the elderly are running high.

11/14/76 News Report on Crime. New York City's Anti-crime unit of decoy cops posed as senior citizens and other easy prey for muggers, is examined.

11/16/76 News Report on Crime. NewsCenter 4 continues reports on Bronx senior citizens assaulted by youths.

11/23/76 News Report on Crime. Andrade Arthur, a senior citizen attending special self defense classes, explained how he would handle a prospective mugger.

11/30/76 News Report on Recreation. Senior citizens at a Great Neck, Long Island senior citizen home compete in pinball games.

12/6/76 News Report on Crime. Bronx District Attorney, Mario Merola and Assemblyman Stanley Pink talks about toughening laws against juvenile offenders assaulting elderly citizens.

12/7/76 News Report on Crime. The New York State Select Committee on Crime held hearings today on attacks by young hoodlums on the elderly.

12/8/76 News Report on Crime. Juvenile offenders are often not given a stringent punishment for violent crimes if they are under 16 years old. David Harris of the Basic Bronx Council on the Aging, says prior criminal records of juveniles should be made available to judges.

12/13/76 News Report on Crime. FBI director, Clarence Kelly talks at hearings on crimes against the elderly.

12/17/76 News Report on Nursing Homes. A lush Smithtown, Long Island nursing home may be closing soon because reimbursements from the state fall below its operating costs.

12/21/76 News Report on Social Services. The Federation of Jewish Philanthropies is sponsoring a food buying program which involves 200 college students assisting senior citizens.

12/24/76 News Report on Nursing Homes. Nurses in Hudson County nursing homes have staged a sick-out.

1/3/77 News Report on Home Insulation. The Action Council for Central Nassau is providing free assistance and guidance to senior citizens insulating their homes.

1/10/77 Feature Report on Single Senior Citizens. Betty Furness presents a progress report on "Early Alert", a program sponsored a year and a half ago by the Office of the Aged, to assist elderly people living alone.

1/17/77 Feature Report on Rent Exemptions. The question of rent exemptions for the elderly is probed.

1/21/77 News Report on Aging. Bob Teague reports on a panel hearing arguments against "forced" retirement.

1/28/77 Feature Report on Protection from the Cold. The elderly are advised to keep their rooms heated at 65 degrees and dress warmly.

2/3/77 Feature Report on Senior Citizens Nutrition. Federal programs provide daily nutritious diets for elderly people attending senior citizen centers.

2/7/77 News Report on Medicare. New York City is trying to save \$7 million a year by cutting off certain medicare benefits to city employees that have retired or are over 65.

2/9/77 News Report on a Senior Citizen Center. The Shining Sixties Senior Citizen Center opened in Williamsburg, Penn. and the center's new minibus transports the senior citizens.

2/15/77 News Report on Rent Exemptions. Chris Wallace reports on new measures to force thousands of landlords to abide by senior citizen rent exemption laws.

2/21/77 News Report on Crime. The crime rate against the elderly has dropped in the recent months say Frank McLoughlin, deputy police commissioner.

3/6/77 News Report on Protection. Police are giving classes at Samuel Field YMCA to help the elderly protect themselves.

3/16/77 News Report on Protection. A New York City auxiliary police force is providing an escort service for senior citizens.

3/22/77 Feature Report on retirement. Dr. Salk talks about the aged and their golden years of retirement.

4/1/77 News Report on Tax Returns. Hofstra University accounting students are volunteering to prepare the tax returns of senior citizens, as a community service.

4/11/77 News Report on Nursing Homes. The Nursing Home Association is facing serious financial problems due to a lack of state aid. Private nursing homes are also in fear of a possible strike by union employees.

4/12/77 News Report on Yorkers Elderly. Three veterans died from what was believed to be an undetermined disease. Dr. Faye Kilburn of the Bronx Veterans Administration Hospital commented.

4/12/77 News Report on Nursing Homes. Nursing home employees at 97 nursing homes in the metropolitan area will strike Friday.

4/15/77 News Report on Nursing Homes. The nursing home employees strike at Meadowpark Nursing Home was averted and employees returned to work.

4/19/77 Feature Report on the Dept. of Senior Citizen Affairs. As guest on Five Minutes, Commissioner Attard of the Nassau County Dept. of Senior Citizen Affairs, discussed American's concern for the care of its elderly people.

4/20/77 Feature Report on the Elderly and the Metropolitan Transit Authority. The MTA has new buses that make entering a bus easier for the elderly and the handicapped.

5/4/77 News Report on the Senior Citizen Fair. A Senior Citizen Fair was held in Bryant Park, featuring craft exhibits as well as performers.

5/11/77 Feature Report on Health Care. Betty Furness reports on St. Vincent's Hospital in Elmhurst, Queens, which brings home health care to elderly and disabled people.

5/26/77 News Report on Nursing Homes. Bart Lawson, of the Metropolitan Nursing Home Association is interviewed about the impending strike by nursing home employees.

7/4/77 Feature Report on an Elderly Commune. Arthur Schnecker, founder of Har El, a commune for the elderly, discusses the purpose of the commune and its advantages.

7/6/77 News Report on Nursing Homes. Cutbacks in Medicaid payments may force the Flushing Manor Nursing Home to close. The employees union is also threatening to strike.

7/26/77 News Report on Retirement. Senators Frank Church, Jacob Javits, and Pete Domenici spoke at a Senate Committee inquiry into the problems of forced retirement.

PUBLIC AFFAIRS PROGRAMMING CONCERNING THE ELDERLY - WNBCSUNDAY SHOW

- Jan. 18, 1976 - Morris Abram, Chairman of the Moreland Commission, discussed his investigation into nursing home abuses in New York State.
- Feb. 15, 1976 - Film segment on a Valentine's Day Dance at a senior citizens' center in the Bronx.
- May 23, 1976 - Dr. Jay Dobkin, Committee of Interns and Residents, said that budget cuts in the city's hospital system have caused needless deaths and suffering for the aged, poor and infirmed who depend on the city hospitals for their care.
- June 6, 1976 - Gay Luce, a researcher, discussed biofeedback for old people and how to cope with the elderly.
- Oct. 10, 1976 - Film segment on juvenile delinquents terrorizing old people in the Bronx.
- Psychologist Jonathan Freedman discussed the changing age structure of American society.
- Feb. 6, 1977 - Barbara Silverstone, author of You and Your Aging Parent, was interviewed about the book.

HERE AND NOW

- Jan. 4, 1976 - Alfred Del Bello, Westchester County Executive, discussed the need for more social services for the elderly.
- June 5, 1976 - Democratic candidates from the 9th Congressional District in New Jersey discussed the need for health care for the elderly.

EDITORIALS

- Feb. 25/26, 1976 - "Indicting the System" - discussed investigative report on the nursing home scandal in New York State.
- Nov. 7, 1976 - "Elderly Protection" - advocated changes in the laws and judicial practices which protect the perpetrators of crimes against the elderly.
- Dec. 1, 1976 - "Doctors-Nursing Homes (1)" - governments of the tri-state area should turn their attention to the care of the elderly.
- Dec. 2, 1976 - "Doctors-Nursing Homes (2)" - middle-aged persons should be admitted to medical schools so that they can provide care for the elderly in nursing homes when they graduate.
- Jan. 26, 1977 - "Retirement" - suggested there be a sliding scale from age 62 to 70 to let people retire gradually.

Feb. 21, 1977 - "Crimes Against the Elderly" - suggested that New York State Legislature considering crimes against the elderly add the failure to enact legislation which would provide them with health care, ease mandatory retirement and otherwise protect them against poverty.

#### NOT FOR WOMEN ONLY

Feb. 9-13, 1976 - Greater Hope for the Aging: guests discussed how to keep fit, a nursing home in Miami, Fla. and how the aged can travel.

Mar. 1-5, 1976 - Social Security: guests discussed the social security system.  
- July 26-30, '76

May 31- - Grandparents: guests discussed what it means to  
June 4, 1976 be a grandparent.

Apr. 11-15, - Who Is Old?: guests discussed preparing for re-  
1977 tirement, retirement alternatives, and the special emotional and physical problems of the elderly.

#### RESEARCH PROJECT

Feb. 8, 1976 - Why Do Arteries Harden? was the topic discussed.

#### SPEAKING FREELY

July 17, 1976 - U.S. Senator Walter Mondale (D-Minn) discussed the work of his committee on the aging.

#### SIGHT AND SOUND

Nov. 13, 1976 - I Am Old, I Am Old: a tender and poignant portrait of the elderly in and around New York City.

Feb. 12, 1977 - Mothers and Daughters: a segment focused on a woman in her middle years caring for her aged mother.

Feb. 19, 1977 - Uncommon Images: a documentary on 90-year-old photographer James Van DerZee.

#### A BETTER WAY

Jan. 1, 1977 - segment on "Handicrafts and the Senior Citizen."

Feb. 19, 1977 - segment on "Nutrition and the Aging."

#### KNOWLEDGE

June 20-24, - New Wrinkles in Aging: programs designed to provide  
27-July 1, 4-9, information on the physical, mental and emotional  
1977 aspects of human aging.

#### FIRST ESTATE: RELIGION IN REVIEW

May 8, 1977 - Aged Parents, Aging Children: a discussion of the problems of growing old.



EXHIBIT C

LOCAL NEWS AND PUBLIC AFFAIRS

COVERAGE OF THE ELDERLY

ON WPC - TV

(JANUARY 1, 1976 - JULY 31, 1977)

NEWS REPORTS REGARDING THE ELDERLY (WRC)

1/30/76 (6, 11). Report on 14 elderly people killed in a Chicago nursing home fire. (Vance, Rptr.) Also, a report on Medicaid and medical costs. (Sawyer, Rptr.)

2 3/76 (6). A story of two women in a small house in SE Washington and groups like Gray Power. (Maskery, Rptr.) Also, a report on a 21 year old nurse's aide charged with arson and murder in a fire at a Chicago nursing home last Friday that killed 15 patients. (Bain, Rptr.)

2/9/76 (6, 11). Pres. Ford sent his elderly program to Capitol Hill today. (Endicott, Rptr.)

3/20/76 (6, 11). Senior citizens have been particularly hard hit by the current flu epidemic, especially at DC Village. (Margolies, Rptr.)

2/24/76 (6, 11). Special tax counseling for senior citizens. (Margolies, Rptr.)

4/1/76 (6, 11). There are a lot of wild musicians around, particularly the ones in a retirement home in Rockville. (Campbell, Rptr.)

5/4/76 (6, 11). A local dancer and professional choreographer has been teaching formal dance to the elderly for the past year and assembled a unique dance performance. (Sawyer, Rptr.)

5/12/76 (6, 11). Generation gap. Young and old people gathered today to bridge the generation gap. (Margolies, Rptr.)

6/3/76 (6, 11). Reports on nursing home fires and crimes against the elderly. (Johnson, Rptr.)

7/30/76 (5, 6). Report on D.C. Village.

8/14/76 (11). Report on Florida nursing home.

9/7/76 (5). Report on nursing homes.

9/20/76 (5, 6, 11). D.C. Village report.

12/28/76 (6). Report on D.C. Village. (Sternoff, Rptr.)

NEWS REPORTS REGARDING THE ELDERLY (WRC)

- 2/7-11/77 (6). Aging. (Maskery, Rptr.)
- 2/14-18/77 (6). Middle age. (Maskery, Rptr.)
- 2/26/77 (11). Nursing care.
- 3/17/77 (6) Forced retirement and P.S. comment. (Vance, Rptr.)
- 3/22/77 (6) Law for the elderly. (Aylward, Rptr.)
- 3/29/77 (6) Gray Panthers vs. medical costs. (Simmons, Rptr.)
- 4/11/77 (5, 6, 11). Carter on aging.
- 6/13/77 (6, 11). Carter calls for social security overhaul.
- 7/4/77 (6). Report on old folks.
- 7/14/77 (11) Mandatory retirement: moved to 70 in private business. (Hartz, Rptr.)

NEWSCENTER 4 - SPECIAL REPORTSWRC

"Fear In The City," a five-part Special Report broadcast May 16 - 20, 1977 at 6PM, documented the effect fear of crime has on area residents. This series pointed out that the elderly worry the most about being the victims of crime because their age makes them particularly vulnerable.

"Aging: The Later Years," a five-part Special Report broadcast February 14-18, 1977 at 6PM. This series outlined the concerns Americans have about growing old, i.e., hostility, death, retirement, income, housing, transportation and attitudinal problems.

"The Middle Years," a five-part Special Report broadcast February 7-11, 1977 at 6PM investigated the effects aging has on the human condition and such physical changes as wrinkling of the skin and hair loss as well as menopause and the change in male hormones. The series also examined such dramatic problems like age discrimination and marital stress.

Jim Vance's commentary during the NEWSCENTER at 6PM on March 17, 1977 addressed the special problems of the elderly. Vance contended that one of the special problems faced by senior citizens is that of isolationism and loneliness. He suggested a few things people can and should do to make the elderly feel like the valuable citizens of society they are.

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Additionally, FEELING FINE, a regular feature on NEWSCENTER 4 occasionally reports on health problems that are of particular concern to the aged: Arthritis, a 5-part special, aired February 14-23, 1977; Menopause, aired November 24, 1976 and Balding was broadcast on August 18, 1976.

PROGRAMMING

WRC-TV

SUNDAY: Jan. 18, 1976, 930A-12N. Among the guests were Rev. William Harris, Administrator, Baptist Home, who discussed fellowship clubs and day care for the elderly.

NOT FOR WOMEN ONLY: "Greater Hope for the Aging," Feb. 9-13, 1976, 9-930A. Among the guests who discussed the needs of the elderly were: Margaret Kuhn, founder, Gray Panthers; Beatrice Green, President, Widows Travel Club; Fred Hirt, Executive Director, Miami Jewish Home and Hospital and Chairman of the Social Groupwork Seminar of the Florida Nursing Home Association; and, and Charles Beber, M.D., gerontologist and Medical Director of Douglas Gardens in Miami.

SUNDAY: Feb. 8, 1976, 930A-12N. One of the guests on this program was 105-year old Zacharin Blackistone who discussed how he remains active.

SUNDAY: Feb. 15, 1976, 930A-12N. It was reported that senior citizens in Fairfax County are being offered services and goods at reduced rates. A guest was Rudy Danstedt, Assistant to the President of the National Council for Senior Citizens, who talked about social security.

NOT FOR WOMEN ONLY: "Social Security." March 1-5, 1976, 9-930A. Guests included: Robert Myers, former Chief Actuary for the Social Security Administration; Harriet Miller, Executive Director, National Association of Retired Persons and the National Retired Teachers Association; and, Robert Ball, former Social Security Commissioner. This 5-part series focused on social security benefits and the outlook for its survival. (Repeated July 26-30, 1976).

SUNDAY: March 14, 1976, 930A-12N. There was a report about a free tax counseling program for senior citizens in Montgomery County, Md..

KNOWLEDGE: Aging-"One Third of Your Life." March 14, 1976, 730-2:00A. This program explored the challenges of aging and the ways some Americans are dealing with them. Guests included; Stanley B. Thomas, Jr., Assistant Secretary for Human Development, U.S. Department of Health, Education and Welfare; and, Wilma T. Donahue, Ph.D. Director, International Center for Social Gerontology, Washington, D.C.

THE PLACE: "Senior News." March 15, 1976, 730-8P. Reports included a story about Dr. Hildrus Poindexter, a 75-year old physician, scientist and professor at Howard University's Medical School who talked about the importance of education and the availability of health care; and, a report on how "Senior Power" can influence the nation.

SUNDAY: March 21, 1976, 930A-12N. SUNDAY newsreel included a story about two elderly women in Comar Manor who are trying to live on a small fixed-income and can't afford high utility rates.

KNOWLEDGE: Aging -"Your Retirement Income," March 21, 1976, 130-2A (R). Guests included: Nelson B. Cruikshank, President, National Council of Senior Citizens, and Florence Heller, School of Social Welfare, Brandeis University. They discussed the problem of limited incomes faced by the elderly.

KNOWLEDGE: Aging-"Shall I Work or Volunteer?" March 28, 1976, 130-2A (R). Guests included: Ewan Clague, Ph.D., Economist, and former Commissioner of Labor Statistics, U.S. Department of Labor; Janet Sainer, Director of Programs for the Aging, Community Service Society of New York, and founder of Project SERVE; and Jean Hartman, member, Montgomery County, Md. Commission on Aging. They discussed the chances for paid employment for older people and volunteer opportunities.

EDITORIAL: "D.C. Pension Reform," March 31 and April 1, 1976. WRC-TV discussed the unfunded D.C. Pension System for city employees including police, firemen, teachers and judges.

KNOWLEDGE: Aging-"Organizing for Action," April 4, 1976, 130-2A. This program was one in a series produced by WRC-TV in cooperation with the Administration on Aging of the Office of Human Development, U.S. Department of Health, Education and Welfare. It explored such problems as housing, health care and transportation.

TAKE IT FROM HERE: "Older Women, Younger Men," April 23, 1976, 9-930A (R). James Kirkwood, author, Some Kind of Hero; Jeannie Sakul, editor, Older Woman, Younger Man, and Dr. Natalie Shainess, psychiatrist, participated in a discussion of the attraction of aging women to younger men.

THE PLACE: "Senior News," May 17, 1976, 730-8P (R). Reports focused on news of importance to the aging.

TAKE IT FROM HERE: "From 40 to 50 I&I" May 24 & 25, 1976. Guests on this two-part series were Joel and Lois Davitz, authors of Making It From 40 to 50. Discussion focused on the special problems of the middle-age years and the acceptance of aging.

IT'S YOUR WORLD: "Our Mothers and Fathers," June 12, 1976, 130-2P (R). This program examined the concerns of senior citizens and guests defined the problems the elderly experience and services provided for them.

A WOMAN IS..."Three Generations," June 29, 1976, 730-8P. This documentary looked at three generations of a Washington black family and their approach to life, work and the family unit. Featured were Ida K. Stanley, the grandmother; her daughter, Dorothy Kennison, and Mrs. Kennison's daughter, Judy. (Repeated on September 5, 1976; 1130A-12N).

COL LEE REMEMBERS - August 1, 1976, 11-1130A (R).

This documentary was about 83-year old Col. E. Brooke Lee, the great-great grandson of Richard Henry Lee, the man who introduced the Resolution for American Independence to the Continental Congress in 1776. Col. Lee and his father, the late Senator Blair Lee, controlled Maryland State politics for more than 50 years. The program was a flashback in time that covered more than 200 years as the Col. talked about his family's history and his past.

SUNDAY: Nov. 7, 1976, 1030-12N, Janet Newman, Founder, and Thelma Rutherford, Member, D.C. Branch of the Gray Panthers discussed their group and the services it provides to the elderly.

A BETTER WAY: Dec. 26, 1976, 7-730A. Jerry Ely of the U.S. Department of Agriculture's Farmer Cooperative Service discussed handicrafts and the senior citizen.

A BETTER WAY: Feb. 13, 1977, 7-730A, included was a segment on nutrition and the aging.

SUNDAY: Feb. 20, 1977, 1030A-12N. Guests included 106-year old Zacharin Blackstone. He talked about longevity.

MIXED COMPANY: "Gerus Society and the Old Folks at Home(s)," March 27, 1977, 930-1030A. This program examined nursing home care and facilities in the District of Columbia.

THE NEW PLACE: "Interview with Dr. John Algee," April 16, 1977, 730-8P. Dr. Algee, Howard University Medical School, discussed health care available for senior citizens in the District.

TELUS: April 24, 1977, 830-9A, featured was Esther M. Scott, better known as "Mother Scott," an 84-year old woman who writes and sings gospel music.

KNOWLEDGE: "New Wrinkles in Aging," May 2-6; 9-13 & 16-20, 1977, 630-7A. This series on the aging was produced by KNBC-Burbank.

VISTAS: Vistas examined community participation of Spanish speaking elderly. May 7, 1977, 515-530P (JIP).

ONE ON ONE: May 8, 197, 12N-1230P. Ursula Nogic, Project Director, Information and Referral Services, Division on Aging, Prince George's County, Md. was interviewed.

SUNDAY: May 15, 1977, 1030-12N. Guests included Ursula Nogic, Project Director and Marie Michaels, Senior Counselor Aide, both with Information and Referral Services, Division on Aging, Prince George's County, Md.

TELUS: May 15, 1977, 830-930A. Featured was Henry R. Kronstadt, who is retired and is now a promising author.

NOT FOR WOMEN ONLY: Retirement. May 16-20, 9-930A. This program focused on concerns of Americans about retirement.

## APPENDIX 3

Television and the Elderly

Statement of

Nicholas Johnson, Chairman

National Citizens Communications Lobby, Washington, D.C.

before

The House Select Committee on Aging

September 8, 1977

Chairman Pepper and members of the Committee, thank you for inviting me to testify before you today on the role of the media in the lives of our elderly.

It is not clear whether you invited me here today because of my communications experience or because I happen to be a grandfather. In either event, I take both a professional and personal interest in this subject and commend you and the committee for examining this poignant and long-neglected area.

From 1966 to 1973 I served as a Commissioner of the Federal Communications Commission. Since then I have chaired the National Citizens Committee for Broadcasting (NCCB) and its legislative counterpart, the National Citizens Communications Lobby (NCCL), on whose behalf I appear before you today. Both organizations work to create more open, diverse media, responsive to the public they are licensed to serve.

The needs of the elderly are of special importance to the NCCL and NCCB because statistics show the elderly to be among the most avid television viewers. According to the Nielsen Company, the elderly watch television four to seven hours more per week than the average viewer.



Nor are we discussing a miniscule segment of the population.

There are about 23 million Americans over 65 who rely on television as their major source of news, information, entertainment--and, sadly enough in many cases, companionship.

Now there are those in the broadcasting industry who will argue that the elderly's high levels of viewing, and intense--almost emotional--attachment to television, are evidence that the industry is doing an adequate job of serving this segment of the audience.

Of all the many hoaxes perpetrated by the broadcasting industry, surely its abuse of our elderly must be one of its cruelest.

Are the elderly willing to give up their television? No.

But that's only half the answer.

If you ask the elderly if they are pleased with the way they are portrayed on the TV screen, if they like TV's worship of youth, if they think TV is doing all it could to enrich the lives of the elderly, you will get an equally emphatic "No!"

The way television has treated its most loyal supporters is an abomination. Dean George Gerbner of the Annenberg School of Communications has noted that only 3% of the major characters on prime-time television are elderly. Of this handful, only Grandpa Walton, Mother Dexter, and Barnaby Jones offer positive characterizations.

Television's usual portrayal of the elderly is anything but affirmative, let alone flattering. TV tells young and old alike that the aged are doddering, senile, infirm, myopic, deaf, constipated, toothless, asexual, and generally worthless. But that is when TV shows them at all. Usually television

just turns its back on our older citizens. Stereotyping the elderly is dangerous. Ignoring them is worse.

Invisibility is the ultimate problem. What television omits is even more significant than what it depicts. A constituency neglected by the media is one that is perceived to be powerless, valueless, unimportant.

That was the finding with regard to TV's treatment of America's black population. So reported the Commission on Civil Disorders established by President Lyndon Johnson in 1967. And that, I suspect, will be one of the findings of this Committee with regard to the elderly in 1977. It is difficult to understand television's abuse of some of us without seeing it in the context of television's abuse of all of us--a subject to which I will later return. For the fact is that television's callous disregard of America's people and problems and potential is not motivated by age, or race or sex. It is motivated by money.

Television does not sell its programs to the audience. It doesn't even sell products to the audience. Television sells its audience to the advertiser, at a cost per thousand. And to an advertiser, the most desirable TV audience is thought to be in the 18-49 age bracket. They sell for \$10-\$12 per thousand as opposed to audiences over 60 who sell for \$4 per thousand.

I conducted my own informal survey of forthcoming TV ad campaigns based on six recent issues of Broadcasting magazine, an industry trade journal. Of 147 advertising firms, almost 60% were gearing their ads to those under 49; 24% were aiming at the total adult market; 10% had miscellaneous targets; only 6% were aiming for audiences 35 and older. What kind of products are involved in this last example? We are all

familiar with the denture-cleaning and laxative ads. These firms are adding optical stores, little liver pills, pantyhose with "tummy-control" tops (all necessary preparations for gradual physical breakdown), life insurance (time to think about these things), and coin collections (must do something to keep busy). Clearly, the advertising images of the elderly are in many ways even more defeating than the program stereotypes themselves.

Broadcasters are fond of arguing that they just give the people what they want to watch: "the public interest is what interests the public." There is more wrong with these assertions than I could possibly respond to in the limited time available to me today. For our purposes, the most obvious defect is that it's a lie, even using their own ratings and assumptions.

The television industry does not offer the American people what they want to watch. It offers the American people what those between 18 and 49 are thought to prefer.

"The Lawrence Welk Show" had consistently high ratings as a network offering, yet it was cancelled. Why? It wasn't that enough people weren't watching. It was that the wrong people were watching. They were over 49.

There is a debate currently raging regarding the proper retirement age in America. You are in the middle of that debate, Mr. Chairman, as we all know. You are arguing about age 65. But the television industry retires us all at age 49.

Lawrence Welk continues to get good ratings. It is shown in this market on WTTG-TV5, a powerful independent station. But the networks cancelled it because of something called "demographics." What's demographics? That's the study of the characteristics of the audience, such as their age. It's just a long, pseudo-scientific name for disregard of one's elders.

No, the broadcasters aren't giving the people what the people want. The broadcasters are giving the people what the advertisers want. And what the advertisers want, or think they want, is potential consumers between 18 and 49. The broadcasters are selling those 18 to 49 year-olds to advertisers--and at costs of \$100,000 or \$200,000 per minute.

It is wrong, dreadfully wrong, that the FCC permits broadcasters to make programming decisions based on something called "demographics" that leaves out of consideration every American under the age of 18 or over the age of 49.

Broadcasters could make plenty of money programming to everybody. Their profits are up this year 60% over last. And last year their profits as a proportion of gross were four times those of the oil industry. The industry-wide average return on depreciated capital is about 100% per year.

Even if they couldn't make any money on their over-49 audience, however, "the public interest" standard--against which the law requires the FCC to judge broadcasters' performance--should require that all segments of the audience be served.

But, in fact, recent studies show that the elderly are a good consumer market. According to one recent advertising agency study, those over 65 spend \$60 billion a year. That spending power is growing, too. People are living longer and receiving better pensions and benefits. Only 16% of today's elderly live below the poverty line as compared with 25% ten years ago. Even CBS has discovered that, when it comes to available disposable income, those over 55 spend 26% of it, about 8% more per year than those under 35 who spend 18%.

If the FCC and broadcasting industry are going to continue to ignore the public interest and be motivated by nothing but greed, I would hope

that this subcommittee would at least encourage further studies into elderly buying habits and bring those findings more heavily to bear upon the broadcast industry.

For it is commercial broadcasting that must recognize and reverse its bias against the elderly, if we are to see any meaningful societal change.

We are talking not alone about the impact of television directly upon the elderly. We are also concerned, or should be, about the impact of television's portrayal of the elderly upon the rest of the society.

As the National Organization for Women has pointed out, the portrayal of women in programs and commercials has an impact on men as well as women. It affects the way men treat women in the office and in the home. It contributes to wife-beating and to the wage differentials that still exist in the workplace between men and women.

So it is with the elderly. The portrayal of the elderly on television affects the elderly's perceptions of themselves--their hopes and aspirations, their sense of self-respect and self-confidence, their feelings of being wanted and needed. But it also affects the way in which the rest of the society perceives the elderly--the availability of employment, attitudes about housing developments and property tax relief, or the age of mandatory retirement.

Some 98% of American homes have at least one TV set, and most people get most of their news and information from TV. No other phenomenon can do more to alter people's perceptions than television.

So what are some of the positive things that can be done?

"Getting On," the excellent PBS series on old age, showed how television could change an audience's perspectives on aging for the better.

The Berks Cable system in Reading, Pennsylvania, is conducting a unique

experiment, funded by the National Science Foundation, of programming by and for the elderly. Citizens of Reading write, produce, and perform in their own entertainment programming which includes quiz shows (a format which usually excludes the elderly), sing-alongs, plays, and talk shows.

With two-way transmitters in retirement centers around Reading, the elderly benefit directly from public service programs as well. They can communicate directly with government officials and service agencies to learn more about housing, health care, nutrition and social security.

The Berks Cable system illustrates how communications can be a tradeoff for transportation needs. Older people need not be moved about to settle their problems, obtain information, and transact business.

More important, the elderly of Reading have a renewed sense of self-esteem. With their rejuvenated interest in social issues, the elderly can voice their opinions and sensitize others to their needs and concerns. They are engaging in purposeful work; they are creative; they are made to feel like integral parts of the community.

We must remind ourselves, however, that both the Berks system and the "Getting On" series were created outside of commercial broadcasting. Creative expression, true service to the audience, is generally stifled and thwarted by commercial television. Innovative and unconventional ideas often have no other outlets but alternative forms of broadcasting.

Yet cable television has been virtually strangled by over-regulation to benefit the commercial broadcast industry, and public broadcasting has been under-funded to the point of starvation. Commercial television is where the power lies, and it is there we must work to raise our collective consciousness to the needs of this vital constituency.

Of course, the picture is not unrelievedly bleak and uncaring within commercial television. One of the best reports on the subject is Barbara Isenberg's recent two-part series in the Los Angeles Times, August 10 and 11, 1977, which I have appended to my testimony.

To expect the elderly to deal with their victimization alone is not only patronizing, but also unfair. We all have a stake in the elderly. Assuming we live long enough, it is the one minority group to which we will all most surely belong. The cultural traumas inflicted upon our parents and grandparents will be upon us soon enough, unless we snap out of our complacency and sensitize the media to the fact that America is populated by something more than the Pepsi Generation.

There is much we can do. This Committee .. is to be praised for holding these timely hearings especially in light of the Civil Rights Commission's failure to include the elderly in its recent television discrimination study. I would hope that Congress, therefore, would pass resolutions calling for further studies into television and the elderly. In doing so, however, I would urge this Committee, and others, to consider the wisdom of establishing an ongoing governmental monitoring of the social impact of television generally, perhaps with the National Institutes of Mental Health, or some similarly qualified and independent institution, issuing periodic and annual reports.

Such investigations and reports would seem to be benign enough within the strictures of the First Amendment. They surely seem a reasonable enough form of self-defense for a people beleaguered by the television industry and its advertisers. The NIMH, or similar institution, would not be participating in the FCC's license renewal process for individual stations,

or otherwise invoking regulatory powers directly on the broadcasting industry. Its reports simply would provide the Congress, the American people, the academic community, and the media with the factual basis for intelligent analysis and discussion.

As I mentioned earlier, the problem is not just that television ignores the needs of the elderly. Television ignores the needs of all of us. And its abuse of the elderly can really only be understood and treated within this overall understanding.

The Congress and FCC could also loosen their stranglehold on cable television, and increase its funding of public broadcasting, in order to strengthen further these alternative forms of broadcasting.

Public involvement can do much to eradicate ageism in the media. I stress again the dominant role economics plays in broadcasting and the need to raise the Madison Avenue consciousness about stereotyping the elderly in both portrayal and selection of advertising. Citizen groups should be encouraged to speak directly to network executives, the Hollywood creative community, and local station managers about stereotyping the elderly.

The NCCB recently enjoyed a remarkable success with its efforts to reduce violence on television. For the past 25 years nothing has seemed to motivate the networks to do anything about this problem, which has been highlighted by Presidential task forces, Congressional committees, the academic community, and hundreds of citizens groups. What the NCCB did was simple. We just monitored the shows and ranked the advertisers most responsible. Public involvement, in the form of letters to those advertisers, seems to have had an impact in reducing the levels of violence this fall. There is no reason why a comparable effort with regard to the problems confronting



the elderly from television could not have a similar effect.

Citizens should contact their local station managers and civic leaders and make certain the stations are upholding their ascertainment obligations to the elderly in their communities. Stations are obliged by FCC regulation to "ascertain" the needs of their audiences through interviewing representatives of all segments of their communities. That includes the elderly. Is this ascertainment being done in a meaningful way at all? If so, in what ways does the programming on the station reflect that ascertainment? These are questions that young and old alike--members of the audience as well as members of Congress--can put to their local station managers.

The FCC should encourage more public affairs programming and more locally-originated shows dealing with issues of particular interest to the elderly.

But mostly this is just a matter of sensitivity. How are the elderly portrayed in all television programs, from quiz shows to news to commercials? That is the issue.

When we talk about "the elderly," after all, who are we talking about? We are talking about my mother, your uncle, the other fellow's brother, the next-door neighbor, and most people's grandparents. We are talking about our family, and, God willing, someday, ourselves.

Television's treatment of our older family and friends is one of its cruelest hoaxes. It's time we put a stop to it. Your Committee has helped. And for that I thank you.

APPENDIX 4

Testimony Before the U. S. House of Representatives  
Select Committee on Aging

by

Edward F. Ansello, Ph. D., Associate Director

CENTER ON AGING  
University of Maryland  
College Park, Maryland

"Children , the Media and Images of the Elderly"

Washington, D. C.

September 8, 1977

Children, the future generation of policy makers in government, in education, in the various media, have mixed contradictory feelings toward older people; most likely because the present generation of policy makers have passed along this legacy of confusion. Children feel warm toward but avoid contact with the elderly; children love but pity older persons. By and large we adults do the same thing.

It is a common, perhaps natural, reaction for most adults to deny stereotyping others because of the others' older chronological age. But constricting the potential, the value, the roles and behaviors of older persons are common practices. We call the global phenomenon "ageism". We deny its existence because most of us are not consciously aware that we have internalized an age-stereotype. Ageism is a very subtle phenomenon. We see it in the bitter humor about the so-called incapacities of old age; we see it in the avoidance of contact between the generations; we see it in the apprehensive faces of pre-retirees about to be separated from their source of financial and psychological well-being; we see it in the misinformation younger people hold regarding older people's health, activities and lives. We are, quite simply, vastly unaware that our stereotypes are stereotypes.

Children, ingenuous and not savvy of the adult policy of saying only the "proper" things, mirror the truer feelings of our society. In research conducted through our University of Maryland Center on Aging a team led by Professors Richard Jantz and Carol Seefeldt tested randomly selected children from a county school system adjacent to Washington, D. C. The system contained a broad range of socioeconomic status, race and ethnic groups. Twenty children were selected from each of the

grade levels from kindergarten through grade six. Additionally twenty three-year olds and twenty four-year olds from a University nursery school complemented the sample. Overall about one-third of the children were black, one-third lived in rural or farm housing, and the remainder lived in suburbs or apartment complexes.

The children were administered the Children's Attitudes Toward the Elderly assessment. These reserachers reported:

"Children's attitudes toward the elderly were assessed by The CATE. The CATE was designed to assess the cognitive, affective, and behavioral components of children's attitudes toward aging and the elderly. It is made up of four subtests, each probing children's attitudes in a different manner. The first subtest consists of open ended questions; the second, a semantic differential, employs standardized bipolar scales on the evaluative dimension of attitudes. The third subtest, a picture series, asks children to respond to concrete visual representations of men at age 20, 40, 60 and 80. The final subtest, a Piagetian-based instrument, explores children's cognitive development level with regard to concepts of age.

#### Procedures

Selected children were individually administered The CATE by doctoral students trained to reach Interrater reliabilites between .79 and .99. Children were tested in a room close to their classroom. Their responses were tape recorded for coding and scoring purposes. Data

were analyzed using chi-square, *t*-tests, Analysis of Variance (ANOVA), and correlational techniques.

## Results

The results of the data analysis suggest that children's attitudes toward the elderly are complex and mixed. Like the findings that document the extent to which and manner in which the elderly are portrayed in literature, children's attitudes toward the elderly, although not simplistic, were found to be generally negative and stereotypic.

Of the 180 children interviewed, only 39 were able to identify an older person they knew outside of the family unit. Even the contact these children had with older relatives was usually limited to one or two visits a year with grandparents living in another state. Although children in this study indicated that they did not know, or have contacts with, older persons, the overwhelming majority stated that they preferred to be with, and do things with, young people.

Stereotyping the elderly, categorizing them as sick, tired, and ugly, the children in this study expressed distaste and disgust at the prospect of growing old themselves. The majority of the children stated that older people couldn't do anything but sit and rock, go to church, or be pushed in wheelchairs. The physical characteristics of age--wrinkles, white hair, false teeth--were viewed with horror by the children.

On the other hand, these children expressed strong affective feelings toward the elderly. They described older people as being wonderful, kind, and rich, suggesting that the limited contact they did have with older people was enjoyed. Comments such as "They love me," or "I can sit on their laps and they'll read me a story," were frequently expressed.

Children's concept of age was found to increase in accuracy as the children themselves increased in age. Almost all of the 180 children were able to identify the oldest man pictured in The CATE. Nearly half of the kindergarten children and all of the children above kindergarten level, were able to order the pictures of the men from the youngest to the oldest correctly. Children's responses did not differ based on race, sex, or housing patterns; however, age differences were found throughout the results.

Age did relate to children's knowledge of age concepts as well as to affective and behavioral responses. Children's knowledge of age followed a cognitive-developmental sequence closely related to Piagetian time and conservation concepts. Fourth to sixth graders indicated a greater preference for older people than did children in the preschool and second grade. Children

In the fifth and sixth grade gave more positive comments about aging themselves than did younger children.

Although the majority of the children expressed strong affective feelings for older people, they did not want to be like them or to grow old themselves. The physical and behavioral aspects of aging and the elderly were generally perceived as negative, with the majority of the children giving stereotypic responses when asked to describe the physical and behavioral characteristics of older people."<sup>1</sup>

Importantly, although less than 22% of these children admitted even marginal contact with a non-related older person, the majority evidenced ambivalent feelings toward older people, preferring not to be with them, yet maintaining relatively positive affective opinions and relatively negative behavioral and cognitive judgments regarding the elderly. The children love, pity and fear older persons.

The question arises: If not from direct experience with older persons, where do these children derive their opinions? The Jantz, Seefeldt et al. research demonstrates the logical outcome of exposure to socializing forces (family, school, media) that are ambivalent and/or negative toward old age: stereotypic judgments of older people that conform to the general consensus. As mentioned, most people are unaware that they hold age-stereotypes; but the children's attitudes reflect their existence.

Our examinations of the various socializing media for their messages regarding old age, their contributions to the attitude-formation of children as well as to the psychological stress associated

with old age, demonstrate the existence--indeed at times the flourishing--of ageism. Allow me to share the results of our research into two important forms of media--the printed word and broadcast.

### The Printed Word

In our investigation of old age in the medium of the printed word I coordinated and edited the efforts of thirteen colleagues from six colleges and universities located in the states of Iowa, Maryland, Michigan, Missouri, Nebraska and Texas. Our findings are published as a monograph incorporating the entire present (July-September 1977) issue of the professional journal, Educational Gerontology. Our literary analyses were developmental, both historically and chronologically; that is, we examined the correlates of old age from an historical perspective in literature from ancient to modern times and from an age-of-readership perspective (young child to adult).

Allow me to extract a summary of those efforts from the monograph's Overview:

"It can certainly be argued that to some degree the behaviors, characterizations, and opinions found to be ascribed to old age in the present analyses manifest belief in a monotonic theory (a theory of inevitable decline with age) and opinions regarding older people that are:

1. nonempirically based,
2. less germane today than at some previous time,
3. derived from incomplete or limited knowledge about aging, and
4. rooted in general consensus.



We can expect, then, that the earliest developmental periods--both historically and chronologically--might contain stereotypic correlates of old age. Generally speaking, this seems so. While he found no "golden age of aging" historically, Charles (1977) noted more omission of older people and pronounced ambivalence toward aging in earlier historical times. Examining the literature written for the earliest chronological age, Anselmo (1977) found more stereotyping of older characters in children's first books than did Schuerman et al. (1977) who investigated women's literature. Perhaps we can assume that later developmental stages--both historical and chronological--carry greater sensitivity to bias, or greater acknowledgment of a wider range of human potential in old age, or simply greater monitoring of literature being produced. Consequently, we would expect literature from later developmental stages to be less grossly stereotypic.

Svoboda (1977) categorized philosophers' positions on old age into four historical time periods (ancient to contemporary) and four thematic dimensions (definition of senescence, psyche of the elderly, powers of the elderly, and position of the elderly). Ambivalence and contradiction appear from the start. While Aristotle maintained that the mind itself is immutable and unaffected by old age, and that only the vehicle of the mind, the body, changes, his approximate contemporary Lucretius declared that the

"mastering might of time" causes the mind to halt. And so it went. Thomas Aquinas and Hegel essentially reiterated Aristotle's positive position, Hegel observing that the spirit peaks in strength, judgment, and maturity during old age. Schopenhauer and Sartre disdained the dreary, boring experience of old age when one is a stranger from another time. Gide declared that old age is "repetitious", that an "elderly man no longer interests anyone." The contradictions demonstrate to Svoboda no progression in the philosophical understanding of the final segment of human lifespan.

Charles (1977) cuts broad Impressionistic swaths through literary time, assaying the depiction of age presented to a traditionally educated reader. Charles found ambivalence toward aging throughout his reading, dispelling the belief, "There exists a popular notion that old people fared a great deal better in the past than is true today--that they were loved, cared for, respected and the like. Maybe so, but literature from Old Testament times to the present does not confirm this." He does suggest that with general adult literature there has been some improvement in ageistic stereotypes during the nineteenth and twentieth centuries, but this is partly due to idiosyncrasies, i.e., those poets who were still appreciated in old age (Lander, Longfellow, Emerson, etc.) tended to write more favorably about old age.

Ansello (1977) systematically analyzed almost 700 circulating children's picture books for behavioral and trait correlates of older characters. Constricted development, ageism, was apparent. While few demonstrably hostile or unequivocally negative portrayals were noted, the role of the older character was minimized through peripheral story involvement, repetitious and routine behaviors, and flat, unidimensional physical and personality development. The *cumulative* effect of the portrayals was to stereotype the older character as unexciting, unimaginative, not self-disclosing, and not self-sufficient. Old age seemed boring; there was a significantly limited range to older characters, especially within the behavioral domain.

Robin (1977) compared two samples of children's school readers, 47 published from 1953 to 1968 and 33 published in 1975, for age, sex, ethnic identity, positions, and descriptions of older characters. Unlike Ansello, she found that, in stories in which they appear, older characters were likely to have the major role. Like Ansello's research, however, older characters were found to be present in few stories overall; they were predominantly white, were circumscribed by the one adjective *old*, were likely to have no descriptors of themselves and to be "supportive" behaviorally. Robin judged older characters to be portrayed relatively neutrally-to-positively despite these constraints.

Storck and Cutler (1977) examined *adult* picturizations in 123 Caldecott Medal winners and runners up. They found that almost three quarters of the books contained some adults, with over two-thirds being males. While behaviors were not specifically analyzed, these researchers noted that portrayals were systematically shown, e.g., almost all adults appeared in fictional contexts and as totally healthy.

Peterson and Eden (1977) noted the depiction of old age in the *best* of early adolescent literature, the Newberry Medal winners, of the past 53 years. These researchers found a sheer increase in the numbers of older characters during the war years, which they suspect was due to the exigencies of a wartime economy, but a decline in numbers recently. Older characters were primarily male and white; older characters were peripheral in the plot about five-sixths of the time and were judged as becoming more negative behaviorally in the most recent time period. Peterson and Eden state that these books omit showing older people as independent, highly motivated, facing role adjustment, or confronting bias. Their findings coincide with the other studies herein that deal with preadult literature.

Schuerman et al. (1977) reported that women's current periodical literature projects images of old age congruent with the backgrounds and expectations of the readerships,

rather than congruent with real life. These investigators found more major than minor roles for older women in this literature, and more positive than negative adjective descriptions and actions, although the predominant action was "giving," similar to Ansello's and Robin's findings. Substantial discrepancies between portrayals and real life were found in sex ratio, marital status, and institutionalization. The authors conclude, "The Middle aged cohort is passing through the adult years with limited personal experience regarding the development and behaviors of older people and with few role models in which to base their personal expectations of an aged future."

#### Conclusion

It would seem that our analysis of old age and literature provides some support for the position that cultural stereotypes regarding growing older, biases with considerable history, continue to be reflected in the printed word. It seems most apparent that the earlier developmental stages--historically and chronologically--are more subject to constricted representations of old age. We can do little about early historical literature. Early chronological literature, however, continues to influence--however directly or indirectly--large numbers of young children. Perhaps children's literature is more prone to ageism than adult material because it is

less subject to regular scrutiny and monitoring by sophisticated readers. Time and again during the numerous weekends we spent at the children's library amassing our data, we would observe adults, presumably parents or people who cared, leaving children at the entrance to the children's section to fend for themselves. Seldom did we see a parent exercise assistance or judgment in the selection of the books by which their children learned to read and to associate. Fortunately for the children, overtly negative depictions of old age are rare; unfortunately they are likely to be exposed, intermittently but repeatedly, to images of older individuals who are innocuous, repetitive, narrow, pathetic, uncreative, etc. The net result, if we can infer anything from Seefeldt et al.'s research, may be that children love, pity and avoid the older generation."<sup>2</sup>

Because my study of children's first literature spawned a subsequent investigation of the depiction of age on commercial television, I should like to offer a more detailed summary of my research which is a thorough analysis of almost 700 children's picture books--classified as Juvenile Picture (JP) or Easy Reader (E)--in active circulation in the Montgomery County (Md.) system, a typical large county system.

"Our research format called for systematic analyses of the presence of older characters, their sex and race, relationship to main character, occupational role, behaviors exhibited, illustrations, physical and personality descriptions.

We categorized in this way every older human and nonhuman contained in the over 27,000 pages of these books. (*Older* referred to any story member who met two of three criteria: being drawn, verbally described, or socially positioned--e.g., "retired"--as older. *Character* described any story member who uttered one word or more; this eliminated crowd scenes from consideration).

Research assistant Joyce Letzler and I read each of the books together initially. Then after determining high inter-rater reliability (.89 to .94), we read them separately. The following data represent a synthesis of our research.

#### Presence of Older Characters

Most of the books that included older characters were published within the past 10 years. While these books presented slightly less stereotyped portrayals of old age than earlier ones, several of the most ageist books were in their 10th, 12th, or later printings. One particularly negative book was just reissued in its 16th printing. While older characters are apparently more prevalent in books published since 1967, their numbers are still disproportionately small. Of 656 books examined only 108, or 16.46% contained any older character at all. Omission is itself a form of stereotyping.

### Sex of Older Characters

While there are approximately 100 females for every 69 males over 65 (U. S. Bureau of the Census, 1976, p. 13), children's literature maintains a sexist ratio, even with its older characters. Some 55.17% were male, 41.38% female, and 3.45% Indeterminate.

### Racial Composition

There was significant underrepresentation of minority older characters. If minority children learn of old age vicariously, they are handicapped by few role models. We classified all characters into one of six racial or three nonhuman categories: white, 65.52%, black, 3.45%; Asian 3.45%; native American, 0.69%; Middle Eastern, 3.45%; Hispanic, 2.07%; animal, 12.41%; magical, 4.14%; and other, 4.82%.

### Relationship of Main Character

Only 17.93% of all older characters were the principal characters in their stories. A more sobering way of relating the data is to say that in only 3.96% of all the 656 books was the main character older. Certainly children might be expected to be more interested in stories *about* children. But at a time when research has shown that children have less contact with older people, this omission is tragic. The most frequent relationship category was *a stranger*--22.07%.



### Occupational Role

The most frequent occupation was that labeled *indeterminate*--53.10%; that is, no occupation was defined, no real function was specified. This correlates with the previous finding that older people are main characters only about one-sixth of the time, being mostly peripheral to the story. For the older characters, roles outside the experience of the average child were portrayed next most often: *farmer/farm wife*, 7.59%, and *seaman/fisherman*, 6.90%. Contrary to stereotype, less than 1% of all older characters were witches or the like.

### Behaviors

Every behavior exhibited by a male or female older character was placed into an 18-category matrix based on that developed by Saario, Jacklin, and Tittle (1975). Some 1681 behaviors were so classified. Males, 55.17% of total number of older characters, accounted for 66.74% of the behaviors exhibited; females, 41.38% of the older characters, exhibited only 33.26% of the behaviors. Behavioral frequencies by males, females, and both sexes combined are shown in Table 1.

Although rank orders by sex correlate significantly, females were found to be significantly more nurturant, less physically exertive, less general-verbal, less self-disclosing, more fantasy prone, and more victimized (passive-exertive).

For both sexes combined 4 of the 18 categories (*statements of information, directive, routine-repetitive, and nurturant*) comprise some 55.09% of all behaviors. The predominance of these relatively mundane, routine portrayals contrasts sharply with the frequency of more creative, personal, and autonomous behaviors, e.g., *constructive-productive, problem-solving, statements about self, and self-care*, which total only 9.67% of all behaviors. Substantiating the definition of ageism, constricted roles and constrained behaviors are the norm here.

#### Illustrations

In picture books pictures are, logically, a primary medium. Picturization, therefore, can be assumed to convey the importance of the character. Pointedly, older characters appear less frequently in illustrations than those nonolder. Further, if appearing alone in an illustration can be considered a mark of importance in picture books, then older characters are unimportant. Of the over 22,000 illustrations inspected, less than one-half of 1% show older characters alone. Of all older male picturizations, some 12.83% show males alone; for females the figure is 7.61%.

#### Physical Descriptions

We devised an original checklist of adjectives appropriate for physical and personality descriptions in

reading material for grades kindergarten to third. Prior to our investigation, apparently no such compilation existed. Most often vocabulary analyses had focused on noun and verb frequencies with little attention being paid to other parts of speech. Our compilation of 136 adjectives represents a first time synthesis of work analyses by Carroll, Davies, and Richman (1971), Harris and Jacobson (1972), Johnson (1971), Kucera and Francis (1967), and Otto and Chester (1972).

Our compilation is available so that the educator can become simultaneously alert to the breadth of the most frequently used personality and physical descriptor adjectives in the primary grades, and aware of the restrictiveness of descriptions applied to those growing older. Of the 136 adjectives one accounts for three-fourths of all physical descriptions: *old* 74.33%. Adding *little* (5.36%), *elder* (4.24%), and *ancient* (2.01%) constitutes some 86% of all physical descriptions of older characters. None of these four words has depth or richness; each is flat, undimensional. Parenthetically, females were significantly more likely to be described as *tired* and *sick* than were males.

#### Personality Descriptions

While there is a greater variety of adjectives used to describe the older characters' personalities, personality characteristics are given less than a third as

often as physical descriptions. This is in keeping with the peripheral roles of many older characters. The most frequent personality characteristics are *poor* (17.30%) and *sad* (6.77%); these opprobrious descriptors are followed by *wise* (4.51%) and *dear* (3.76%). This suggests ambivalence, at best, toward growing older. Significantly, negative evaluations far outweigh the positive.

#### Summary

The cumulative impression of the older character to be derived from this body of literature is one of a relatively unimportant, unexciting, and unimaginative entity. The older character is supportive more than initiative, is fairly inarticulate and undeveloped in the story, often times appearing and disappearing without explanation or elaboration. Seldom is the older character problem solving, self-sufficient, self-closing, or emotional. On the other hand he or she is infrequently punitive or aggressive; we found no unredeemingly hostile older characters, no insufferably negative individual books. Instead, little or no affect--either positive or negative--typified the older character in book after book. The cumulative stereotype of age to emerge: noncreative and boring."<sup>3</sup>

#### Broadcast (Television)

In the spring of 1977 Mr. John Gallagher of the University of

Maryland undertook with my assistance an examination of the roles and behaviors of older characters in television programs and commercials. His survey (as yet unpublished) comprised 100 hours of television viewing observed in half-hour segments such that twenty-five hours were devoted to each of the major networks in the metropolitan Washington, D. C. area: NBC, Metromedia, ABC and CBS. Both the scheduled show and its advertisements were observed and only older characters were focused upon for the study. The times of viewing were selected to attain a spread in the hours of observation, though the most frequent viewing times were late morning (10:00 a.m. to noon), late afternoon (5:00-6:00 p.m.) and mid-evening (8:00-9:00 p.m.).

Gallagher applied the term "older" to any character who was physically, verbally, and occupationally described as older. Attention was usually drawn to a character by his or her physical appearance. Thereupon it was ascertained if the character was verbally self-described as old or was treated as such in the dialogue (e.g., being an older authority figure due to experience or being patronized as incompetent because of age). The character's occupation, or lack thereof, was also considered (e.g., being retired for some time or being the parent of a child in her thirties or more).

Gallagher identified, among the 200 half-hour segments of television, some 294 older characters or an average of about 1.5 older characters per half-hour period including commercials. Thirty-four percent of these half-hour segments contained numerous persons but no older characters. He also found evidence of sexism

in the portrayal of older characters; notably only thirty-eight percent of the older characters were women, a figure significantly at odds with real life demography.

Gallagher employed the same behavior category matrix which I used in my study of children's first literature. Pointedly, although different media were being analyzed, the behaviors of the elderly were remarkably similar.

TABLE I

Rank	Type of Behavior	Total Behavior (%) Gallagher	Ansello
1	Statement of Information	20.4	21.1
2	Directive	10.0	11.8
3	Problem-solving	8.7	2.4
4	Nurturant	8.0	10.8
5	Social-recreational	7.5	6.4
6	Aggressive	6.5	4.9
7	Routine-repetitive	5.8	11.4
8	Statement about self (overall)	5.2	1.9
	(Positive)	2.7	0.9
	(Negative)	1.2	0.5
9	Passive supportive	5.1	2.9
10	Expressions of emotion	4.8	4.7
11	Passive-exertive	4.0	1.0
12	Constructive-productive	3.3	3.9
13	General verbal	3.3	5.7
14	Conformity	3.3	1.1

TABLE I (Cont'd)

Rank	Type of Behavior	Total Behavior (%) Gallagher	Ansello
15	Physically exertive	1.7	6.4
16	Avoidance	1.0	0.7
17	Fantasy activity	0.8	1.5
18	Self care	0.6	1.4

With the notable exceptions that television older characters are less likely than their counterparts in children's books to perform routine-repetitive tasks, to be physically exertive and are more likely to problem solve, there is tremendous duplication of roles and behaviors between the two media. Older characters are equally as likely to be nurturant, passive and limiting. In neither case are they constructive nor do they care for themselves.

Continuously exposing children to these messages in the printed word and the broadcast media has a cumulative effect upon the children and the society at large. Having older persons omitted from five-sixths of the children's first literature and over one-third of each broadcast half-hour conveys a message in itself to the viewer: older people are irrelevant. As John Tebbel noted in the National Council on the Aging publication The Mass Media, "The aging may be damaged by simple media neglect."<sup>4</sup>

The socializing media are, despite opinions to the contrary, more than reflective devices. The printed word and broadcast media tend to present, if they do anything, a distorted view of the elderly--

but one compatible with the consensus of the general public, however wrong that might be. This is merely a self-feeding cycle. However, the media are both mirror and matrix. They not only reflect values and issues; they forge them. In some measure, television helped to create the scene at the 1968 Democratic National Convention in Chicago. The riots in Newark, Detroit, Watts and elsewhere in the last decade can be seen to have generated one another through television. How frequently are demonstrations for some cause, spiritual revivals and charity fund raisers postponed to allow for television coverage, precisely because coverage creates impact and possible momentum. We read increasingly of bank robberies based on television scripts. We read of children's behaviors being modelled after television personalities. Last month a columnist in The Boston Globe noted that her young female child's behavior had recently become more "active"; the child and her girlfriends had taken to wearing color-coordinated .45's and to pummeling male playmates a la Charlie's Angels. The merit of the appropriateness of such modelling behavior is a moot point. That the behavior was modelled at all is important.

Of course, viewers of different ages learn "appropriate" behaviors from television and the other socializing media. Older and younger persons can learn that to be old is to be "out of it" and can accommodate themselves to that expectation. The media can, with regard to older persons, continue to reflect adult values unchanged for millennia. We have over two thousand years of "bad press" on aging. However, the media can also be instruments for consciousness-raising. In fact, most older persons are not ill, nor self-pitying,



nor Incapable as so much of the public believes. The media can help end the self-feeding cycle of stereotyping through sensitivity to the fact that ageism does exist.

## Footnotes

1. Seefeldt, C., Jantz, R. K., Galper, A. and Serock, K., Children's attitudes toward the elderly: Educational implications. Educational Gerontology, 1977, 2 (3), 301-310.
2. Ansello, E. F., Old age in literature: An Overview. Educational Gerontology, 1977, 2(3), 213-217. Note that all references within this lengthy extracted quote refer to research published within the same Educational Gerontology monograph.
3. Ansello, E. F., Age and agelism in children's first literature. Educational Gerontology, 1977 2(3), 265-270.
4. Tebbel, J., The Mass Media. Washington, D. C.: National Council on the Aging, 1976.









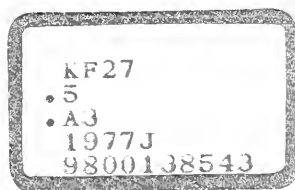




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